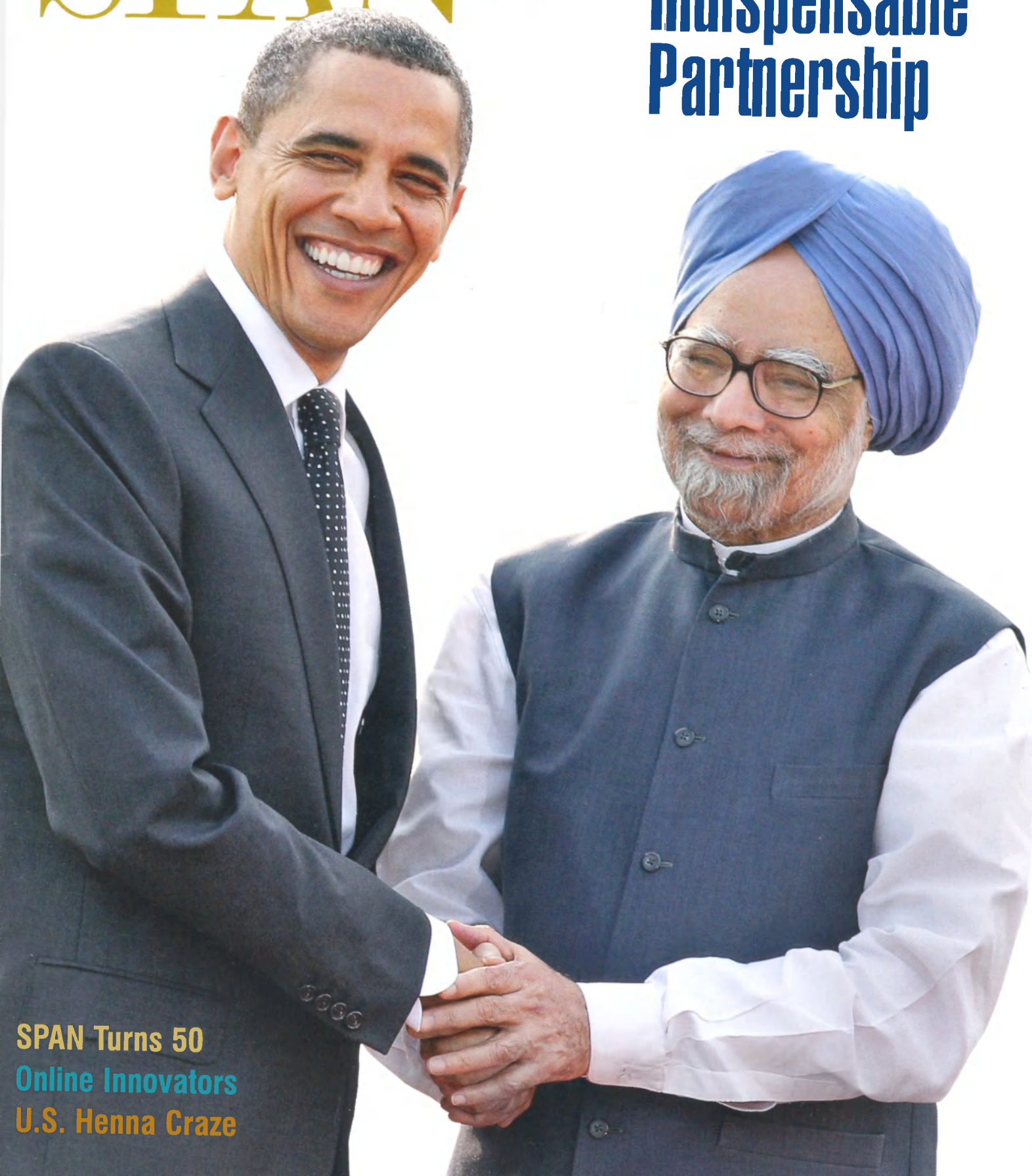


NOVEMBER/DECEMBER 2010

SPAN

Indispensable Partnership



SPAN Turns 50
Online Innovators
U.S. Henna Craze

Remembering Mumbai

Excerpts from President Obama's remarks in memory of the 2008 terror attacks on Mumbai.

I know there's been a great deal of commentary on our decision to begin our visit here in this dynamic city, at this historic hotel. And to those who have asked whether this is intended to send a message, my answer is simply, absolutely. Mumbai is a symbol of the incredible energy and optimism that defines India in the 21st century. And ever since those horrific days two years ago, the Taj has been the symbol of the strength and the resilience of the Indian people.

So, yes, we visit here to send a very clear message that in our determination to give our people a future of security and prosperity, the United States and India stand united.

A few moments ago, Michelle and I had the opportunity to visit the memorial here and to honor the memory of those who were lost. And we also had the privilege of meeting with some of their families, as well as some of the courageous survivors. I thank them all for joining us here today, along with so many others who endured the anguish of those four days in November.

We'll never forget the awful images of 26/11,

including the flames from this hotel that lit up the night sky. We'll never forget how the world, including the American people, watched and grieved with all of India.

But the resolve and the resilience of the Indian people during those attacks stood in stark contrast to the savagery of the terrorists. The murderers came to kill innocent civilians that day. But those of you here risked everything to save human lives.

You were strangers who helped strangers; hostages who worked together to break free and escape; hotel staff who stayed behind to escort guests to safety, including the hotel manager, even after he lost his own family; a nanny who braved the bullets to protect a young boy; and Indians in uniform who stopped the carnage and whose colleagues made the ultimate sacrifice.

Those who attacked Mumbai wanted to demoralize this city and this country. But they failed. Because the very next day, Mumbaikars came back to work. Hotel staff reported for their shifts. Workers returned to their businesses. And within weeks, this hotel was

once again welcoming guests from around the world.

By striking the places where our countries and people come together, those who perpetrated these horrific attacks hoped to drive us apart. But just as Indian citizens lost their lives on 9/11, American citizens lost their lives here on 26/11, along with the citizens of many nations. And just as our people prayed together at candlelight vigils, our governments have worked closer than ever, sharing intelligence, preventing more attacks, and demanding that the perpetrators be brought to justice.

Indeed, today, the United States and India are working together more closely than ever to keep our people safe.

We go forward with confidence, knowing that history is on our side. Because those who target the innocent, they offer nothing but death and destruction. To welcome people of different faiths and backgrounds, and to offer our citizens a future of dignity and opportunity—that is the spirit of the gateway behind us, which in its architecture reflects all the beauty and strength of different faiths and traditions, and which has welcomed people to this city for a century.

That is the hope that in towns and villages across India, across this vast nation, leads people to board crowded trains and set out to forge their futures in this city of dreams. And that is the shared determination of India and the United States—two partners that will never waver in our defense of our people or the democratic values that we share.

For just as your first Prime Minister said the day that the father of your nation was taken from you, we shall never allow that torch of freedom to be blown out, however high the wind or stormy the tempest. We believe that in America, and we know you believe it here in India.

—President Obama's remarks were delivered on November 6 at the Taj Mahal Palace hotel in Mumbai.



SHRISH SHEET/PTI



Above: President Barack Obama speaks, as Michelle Obama looks on, after visiting the memorial for the 26/11 terror attack victims at the Taj Mahal Palace hotel in Mumbai on November 6.

Left: President Obama writes in the guest book at the memorial: "We will always remember the events of 26/11; not only the sorrow, but also the courage and humanity that was displayed that day. The United States stands in solidarity with all of Mumbai and all of India in working to eradicate the scourge of terrorism, and we affirm our lasting friendship with the Indian people."

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Front cover: President Barack Obama is greeted by Prime Minister Manmohan Singh on his arrival in New Delhi on November 7. Photograph by GURINDER OSAN © AP-WWP
 Left: President Obama, Ambassador Timothy J. Roemer and his wife, Sally, at Roosevelt House in New Delhi on November 7.

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Honolulu, Hawaii | July 21, 2010



Courtesy East-West Center

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A LETTER FROM THE PUBLISHER



We are delighted that President Barack Obama's historic visit to India coincides with the 50th anniversary of SPAN, providing an opportunity to celebrate five decades of people-to-people, business-to-business and government-to-government connections. As President Obama stated to the Indian Parliament, the U.S.-India relationship has grown into an indispensable partnership.

The President and First Lady Michelle Obama experienced the richness of India's "traditions, its diversity, the optimism and the warmth of its people," as conveyed in the President's toast at the State Dinner hosted by President Pratibha Patil—and in 14 pages of this golden jubilee issue through photographs, extensive excerpts from the President's speech to Parliament, and articles on business and educational opportunities.

America's people and government have wished India well since before independence, when President Franklin Delano Roosevelt advocated with British Prime Minister Winston Churchill for a free India as one of the outcomes of the World War II alliance against tyranny and racism. President Harry S. Truman was the first head of state from any country to recognize independent India in 1947. And President Dwight D. Eisenhower, just 51 years ago, was the first of five U.S. presidents to visit India. All of these milestones—and many connections in arts, business, science, agriculture, education—are reviewed in the SPANniversary pullout section we have included at the center of this special edition.

We are all aware of the ups and downs in the U.S.-India relationship over the years. Yet the bonds of friendship were preserved through our mutual commitments to democracy, the rule of law, better education and lives for our peoples—and goodwill nurtured through business ventures, tourism, scholarly exchanges and partnerships to end disease, save wildlife, feed the hungry and care for the disadvantaged.

"Now," President Obama said, "our two nations have a chance to do what many...thought was impossible, and that is to build a global partnership in a new century." Preserving what makes us unique, "we can recognize how much we can achieve together."

The American and Indian governments have committed themselves to intensify cooperation to promote a secure and stable world; advance technology and innovation; expand mutual prosperity and global economic growth; support sustainable development; and exercise global leadership in support of economic development, open government and democratic values. We will strengthen our partnership in creating the green economy of the future; continue to grow bilateral trade and investment; work together to develop, test and replicate transformative technologies to extend food security as part of an Evergreen Revolution; and cooperate to facilitate preparedness against threats to health such as pandemic influenza and other dangerous diseases.

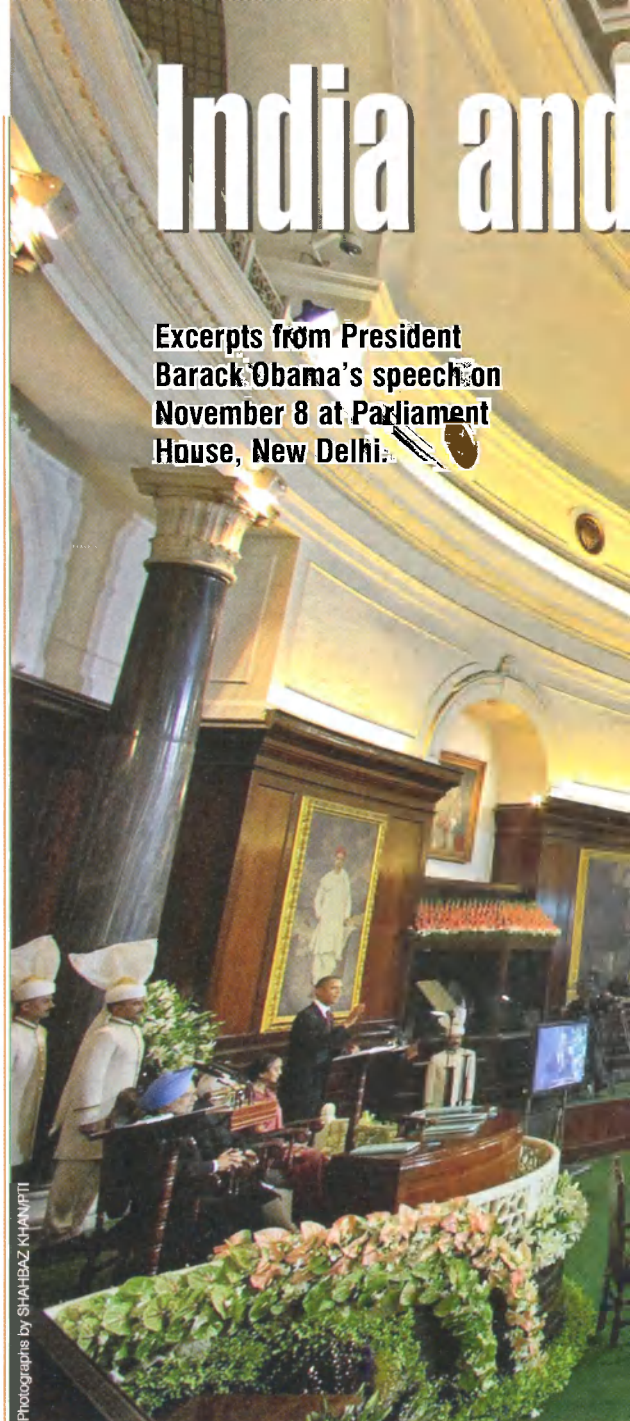
Many of these ideas are reflected in the articles chosen for this special SPAN issue. Mike Anderson, a former SPAN publisher, returns to our pages with a guest essay on the work Indians, Americans and others have done to share ideas and connect through the East-West Center in Hawaii. Steve Fox writes about farmers in California using waste from their onion crop to power their cleaning and packing operations, a technology that could be applied in India. On the other hand, Indians' energy-conserving use of bicycles is catching on across the United States, reports Sebastian John, while Jane Varner Malhotra explores the craze for henna decoration among American youth. Did you know that the RedLaser app for scanning bar codes—now the star of so many cell phone commercials, was developed by a 20-something Indian American? Vikas Reddy and other young entrepreneurs are profiled by Howard Cincotta.

It is also my pleasure to welcome Malik Rashid Faisal as the new editor of Urdu SPAN. We are so pleased and proud to have him join us as a member of the SPAN family. Finally, we hope you enjoy the 2011 SPAN Calendar with its beautiful NASA photos, and we all wish each of you a happy holiday season and all the best for 2011.

Michael Pellitteri

India and

Excerpts from President Barack Obama's speech on November 8 at Parliament House, New Delhi.



Photographs by SHAHBAZ KHAN/PTI

I thank you for the great honor of addressing the representatives of more than one billion Indians and the world's largest democracy. I bring the greetings and friendship of the world's oldest democracy—the United States of America, including nearly 3 million proud and patriotic Indian Americans.

Over the past three days, my wife, Michelle, and I have experienced the...dynamism of India and its people—from the majesty of Humayun's Tomb to the advanced technologies that are empowering farmers and women who are the backbone of Indian society; from the Diwali celebrations with schoolchildren to the innovators who are fueling India's economic rise; from the university students who will chart India's future, to you—leaders who helped to bring India to this moment of extraordinary promise.

America Working Together



May the friendship between our two countries continue to grow in the years to come. As a representative of the world's oldest democracy, it is a true privilege and honor to address the world's largest democracy.

President Barack Obama, November 8, Parliament Golden Book, New Delhi.



Above: President Barack Obama addresses Parliament at the Central Hall in New Delhi on November 8.
Left: President Obama signs the Golden Book for dignitaries before addressing Parliament.



Expand Your Horizons

By STEPHEN KAUFMAN

President Obama tells Indian students they will determine the country's future.



President Barack Obama told college students in Mumbai that he had come to India because he believes that its partnership with the United States “has limitless potential to improve the lives of both Americans and Indians, just as it has the potential to be an anchor of security and prosperity and progress for Asia and for the world.”

President Obama took several questions from the young men and women at St. Xavier's College in a town hall meeting on November 7.

India has already risen to become a world power, and the President said its emergence is good for the United States and for the world. The relationship between the world's two largest democracies “will be indispensable in shaping the 21st century,” he said.

But he told the students that India's future “won't simply be determined by powerful CEOs and political leaders,” but also “by you, and by young people like you across this country.”

As India continues its economic expansion, President Obama urged young people not to dismiss “healthy materialism” because companies and businesses play a large role in lifting people

We share a commitment to see that this era after globalization leads to greater opportunity for all our people.

President Obama, November 7, at a town hall with students, Mumbai.



Above: President Barack Obama speaks during a town hall meeting with students at St. Xavier's College in Mumbai.

Above right: President Obama meets students at the college.

Right: President Obama and his wife, Michelle, visit a student exhibition titled “Care for Creation” at Holy Name High School in Mumbai on November 7.



Right: President Obama addresses a meeting of the U.S.-India business delegation groups in Mumbai on November 6. Also in the photograph are (from left) Anil Ambani, chairman of Reliance Anil Dhirubhai Ambani Group; Jeffrey Immelt, CEO of GE and Christopher Chadwick, president of Boeing Military Aircraft.

out of poverty.

"We should not underestimate how liberating economic growth can be for a country," he said. "It forms the basis for folks to get an education and to expand their horizons, and that's all for the good."

At the same time, he warned that an exclusive focus on material wealth "shows a poverty of ambition."

Many Americans are debating the positives and negatives of globalization, and the President said that the United States can no longer meet the rest of the world "economically on our terms" as it did in recent decades. With the rise of countries like China, India and Brazil, "there's real competition out there," but he expressed confidence that the United States can retain its competitiveness.

The changing era requires the United States to be more insistent upon the need for free trade and an end to protectionism, he said. In the past, "we didn't need, necessarily, reciprocity because our economy was so much larger," President Obama said.

Today, it is "not unfair" for the United States to insist that if its economy is open to everyone, "countries that trade with us have to change their practices to open up their markets to us," he said.

The President told the students that their country is taking "its rightful place" in the world, and urged India to work toward a peace settlement with neighboring Pakistan, saying Pakistan's stability is very much in India's interests as it continues its economic growth.

"I am absolutely convinced that the country that has the biggest stake in Pakistan's success is India," President Obama said. "India is on the move," he said, and instability in South Asia is not in its interests "at a time when you're starting to succeed in incredible ways on the global economic stage."

The President said he hopes trust will develop between India and Pakistan over time and that dialogue between the two will begin "perhaps on less controversial issues and building up to more controversial issues."

He said the United States is willing to be a friend and a partner in that process, but ultimately it will be up to the two countries to "arrive at their own understandings in terms of how the relationship evolves," he said.

Stephen Kaufman is a staff writer with America.gov.



Both U.S. and India Will Benefit From Increased Trade

By STEPHEN KAUFMAN

President Barack Obama told business leaders from India and the United States that increased bilateral commerce will be a "win-win proposition for both nations" and welcomed India's rapid economic rise as "one of the most stunning achievements in human history."

Speaking November 6 at the U.S.-India Business and Entrepreneurship Summit in Mumbai, President Obama said the strengthening ties between the two countries are offering important benefits.

"It is a dynamic, two-way relationship that is creating jobs, growth and higher living standards in both our countries," he said.

Broad-based economic growth through trade and commerce unleashes "the most powerful force the world has ever known for eradicating poverty and creating opportunity." The United States ardently supports India's rise and wants to increase its investments in the country, he said.

The President announced that more than 20 landmark deals between the two countries had been sealed during his visit to Mumbai, totalling nearly \$10 billion in U.S. exports.

"From medical equipment and helicopters to turbines and mining equipment, American companies stand ready to support India's growing economy, the needs of your people and your ability to defend this nation," President Obama said.

Entrepreneurs from both countries are also finding new ways to adapt U.S. technology to new uses and business models that benefit the Indian people, he said.

Continued on page 6.

Below: At a meeting with entrepreneurs in Mumbai, are Ajay Piramal (left), chairman of the Piramal Group, President Obama and Anand Mahindra, managing director of Mahindra & Mahindra Ltd.

I believe that the relationship between the United States and India will be one of the defining and indispensable partnerships of the 21st century.

President Obama, November 6, at U.S.-India Business and Entrepreneurship Summit, Mumbai.



BUSINESS

Our Information Age is rooted in India's innovations.

President Obama, November 8, Indian Parliament, New Delhi

CHARLES D'HARPAK © AP-WMP



President Barack Obama shakes hands with Amit Mitra, secretary general of the Federation of Indian Chambers of Commerce and Industry, and other attendees at the U.S.-India Business and Entrepreneurship Summit in Mumbai on November 6.

U.S.-India Trade and Investment

"They're working together to make cell towers across India that can run on solar, and not diesel. They're putting American technology into Indian electric cars. They're trying to bring new filtration systems and clean drinking water to rural India; and they're trying to develop better drugs for diseases like malaria," the President said.

Increased bilateral trade and investment also "means more choices for Indian consumers and more jobs for Indians and Americans," he said.

India is the 12th largest trading partner of the United States, and less than 2 percent of U.S. exports go to India.

"There's no reason this nation can't be one of our top trading partners. And that's why we want to work together with you to remove the barriers to increased trade and investment between our nations," he said.



Stephen Kaufman is a staff writer with *America.gov*.



SANTOSH HIRLEKAR/PTI

In Mumbai, President Obama viewed an expo on innovations to improve the lives of farmers, sponsored by USAID, the U.S. Department of Agriculture and the Confederation of Indian Industry. With him are (from left) K.V. Subbarao of Pioneer Hi-Bred International, Inc., a DuPont business; Nagalingam, a farmer; and Ambassador Timothy J. Roemer.

The International Monetary Fund predicts that India's GDP will grow at an annual rate of more than 8 percent through 2015.

The United States is India's second-largest import partner, representing more than 6 percent, or \$16.4 billion, of the Indian import market. U.S. merchandise exports to India quadrupled between 2002 and 2009, surpassing \$16.4 billion. In 2010, that figure increased 18 percent compared to the same period in 2009, thus far totaling \$12.7 billion.

India is increasingly becoming a significant trading partner, having climbed from the 29th to the 17th largest market for U.S. exports. Top U.S. export categories in 2009 included machinery (\$2.3 billion), aircraft and parts (\$2.3 billion), electric machinery (\$1.3 billion) and fertilizers (\$1.1 billion).

In 2009, more than half of the 50 states reported merchandise export shipments to India above \$100 million. The largest state exporters of merchandise to India were: California (\$2.2 billion), Texas (\$1.9 billion), Washington (\$1.8 billion), New York (\$1.5 billion) and Florida (\$1 billion).

U.S. services exports to India more than tripled over the past several years, increasing from \$3.3 billion in 2002 to more than \$10.5 billion in 2008. The rapid growth in these exports has been supported by increased foreign direct investment from India to the United States.

In 2008, the largest U.S. service export category to India was the travel sector at \$3 billion. Other major categories includ-

ed education services (\$2.7 billion) and business, professional and technical services (\$1.1 billion). Indian students are now the largest group of foreign students within the United States at nearly 105,000.

India is among the fastest growing investors in the United States. In 2009, it exported goods worth \$21 billion to America.

Over the last decade, investment capital from India grew at an annualized rate of 53 percent reaching an estimated \$4.4 billion in 2009.

Examples include:

- The Essar Group invested over \$1.6 billion in the Minnesota Steel Industries.
- The Tata Group has invested more than \$3 billion in the United States.
- Jubilant Organosys invested \$246 million.
- Wockhardt, a pharmaceutical company, acquired Morton Grove for \$37 million.
- Crompton Greaves, an entity of the Indian conglomerate Avantha Group, has invested and partnered on a \$20 million project to launch a Center for Intelligent Power with the University of Albany in New York.
- Indian investment capital has reached states on both coasts and in the American Midwest. According to a report by Ernst & Young and the Federation of Indian Chambers of Commerce and Industry, the largest share of investment capital from India has been allocated to industries associated with the knowledge economy.



Sources: White House and U.S. Census Bureau

Two 50-Year-old Ideas Still Work to Promote Exchanges

By MIKE ANDERSON

Photographs courtesy East-West Center



Simple exchanges can break down walls between us, for when people come together and speak to one another and share a common experience, then their common humanity is revealed.

—President Barack Obama

Readers of this magazine know that—for half a century now—SPAN has worked to break down walls between Indians and Americans, bridging U.S.-India relations. Publication of hundreds of editions reaching out to three generations has shown that our two peoples have much in common. As Secretary of State Hillary Clinton has said, “With growing ties between our governments, our economies, and our peoples, India and the United States have never mattered more to each other.”

Another special “exchange institution” that has tirelessly connected Indians and many other people with America is also marking its golden anniversary this year.

Above left: Traditional drumming at the East-West Center alumni conference opening ceremony in July 2010.

Above right: Jefferson Hall, the center’s landmark, was designed by architect I.M. Pei.

Center right: East-West Center alumni at Jefferson Hall.

Right: Secretary of State Hillary Clinton at the center in January 2010.



Right: Former U.S. diplomat and East-West Center alumni Mike Anderson (left) with Indonesian alumni at the conference. Third from left in the back row is Maya Soetoro-Ng, President Obama's sister, and an education specialist at the center.

Far right: Filipino alumni perform during the talent show.

Below: President Obama at age 9 (right) with his mother, Ann Dunham Soetoro (center), his step-father, Lolo Soetoro, and his sister, Maya, in the 1970s in Jakarta, Indonesia. Mr. and Mrs. Soetoro and their daughter all have had East-West Center links.

Bottom: Some 800 alumni returned to the center to celebrate its 50th anniversary.



50 years later.

The Honolulu-based center was established by the U.S. Congress as a national educational institution to foster better relations and understanding among the peoples of the United States, Asia and the Pacific islands through programs of cooperation, study, training and research. Today, this 8.5-hectare campus on an island midway between Asia and the U.S. mainland describes itself as "an independent, public, nonprofit organization with funding from the U.S. government, and additional support provided by private agencies, individuals, foundations, corporations and governments in the region."

Over five decades, the center has bridged the world of ideas and the world of practical action. It has made good use of its location in the multicultural state of Hawaii to bring together diverse peoples from East and West—Asia and America—and develop a worldwide network of alumni and some 760 partner organizations. More recently, it has added an office in Washington, D.C. to conduct collaborative research, training, seminars and outreach. In India, the U.S.-India Educational Foundation (www.usief.org.in/) serves a liaison role for the center.

Some 57,000 Asians and Americans—including Indian research specialists, graduate students, and professionals in government, business, media and the arts—have participated in center programs. Indians have received nearly 2,200 center awards that enabled them, as talented scholars, practitioners and current or future leaders, to come to Hawaii on equal terms for collaboration on issues of

common concern to humanity. After participating in a seminar or conference, working on a joint research project, developing policy options, building expertise, and/or earning an academic degree, participants usually return home much more culturally sensitive, ready and willing to take up leadership roles.

While at the center, many have life-changing experiences. They learn about mutual respect and cooperation and make connections and lifelong friendships. Some earn degrees next door at the University of Hawaii and a few even find their future spouse. Over the years, many stay in touch.

Today, alumni chapters exist in New Delhi, Bangalore, Chennai, Mumbai, Chandigarh and Hyderabad and elsewhere around the world. New Delhi has hosted two major East-West Center alumni gatherings, an international conference in 1997 and a South Asian regional conference in 2005.

In July 2010, some Indians made a sentimental journey back to Hawaii to join more than 800 fellow alumni from 35 countries at a four-day conference marking the center's 50th anniversary. They presented papers and attended panel discussions on a range of key regional topics; reminisced; networked; enjoyed a colorful opening ceremony of traditional drumming, a Hawaiian hula dance and an Aloha Dinner. Many renewed old friendships and reaffirmed their commitment to the center's goals and ideals.

A member of President Barack Obama's family was present to convey a message. She was Maya Soetoro-Ng, daughter of



Like SPAN, the East-West Center in Hawaii turned the big 5-0 this year and managed to evolve and age gracefully and yet remain relevant. It has done so by staying focused on contemporary issues of mutual interest and helping people understand changing relationships and prepare for times of increased interdependence and cooperation.

When they were started in 1960, no one would have predicted that a little U.S. Embassy-produced monthly magazine and a small, U.S. federally funded educational institution trying to serve a vast and diverse region would both still be thriving



two center grantees: the president's mother, Ann Dunham Soetoro, an American who had a grant to study anthropology, and Lolo Soetoro of Indonesia, the president's stepfather. Soetoro-Ng, an education specialist at the center, participated in the alumni conference.

"My brother is grateful to all of you for your important contribution over the last 50 years in building bridges and working collaboratively throughout the countries of the Asia Pacific region," Soetoro-Ng told the alumni. "He thanks you for all the grassroots diplomacy you do so well, and that makes his job easier."

Charles Morrison, president of the center, emphasized that one of the world's great stories of the last half century has been "the rise—or re-rise—of Asia and the emergence of the Asia-Pacific region

as the world's growth center."

He praised the alumni for the critical roles they have played in improving health, education, living standards, gender relationships and governance: "You—the collective you—have brought new countries to independence, created businesses and NGOs, invented new crops and pesticides, and served as mayors, governors, legislators, cabinet ministers, presidents and prime ministers. As journalists, teachers, religious leaders and university professors and administrators, you have educated tens of millions of others. As public servants, you have formulated statistical systems, provided and extended social services, and developed the needed policy analysis. As diplomats you have forged new relationships and negotiated agreements, and those of you

in international organizations have provided development and technical assistance. You have been artists, architects, hotel managers, doctors, scientists and engineers. And if you couldn't do it all by yourself, you sometimes—actually quite often—did the smart thing and married another East-West Center participant to do it together."

Morrison recalled once meeting a particular Indian who had been at the center: "A few years ago, I had a chance to meet one of today's wise men of the East, Manmohan Singh, prime minister of India. He fondly recalled how, as a young economist, he attended a trade meeting at the East-West Center in 1964, his first trip to the United States. And he was most emphatic in saying that what the center does—its mission of building relations and understanding—is even more important today than it was in the 1960s. I absolutely agree. The unprecedented changes in our region have created vastly increased demands for cooperative study, research and exchange in the Asia-Pacific region on a wide variety of complex issues. There is increased need for Asia-Pacific and American leaders of tomorrow well-trained in the issues of the region and in the global setting."

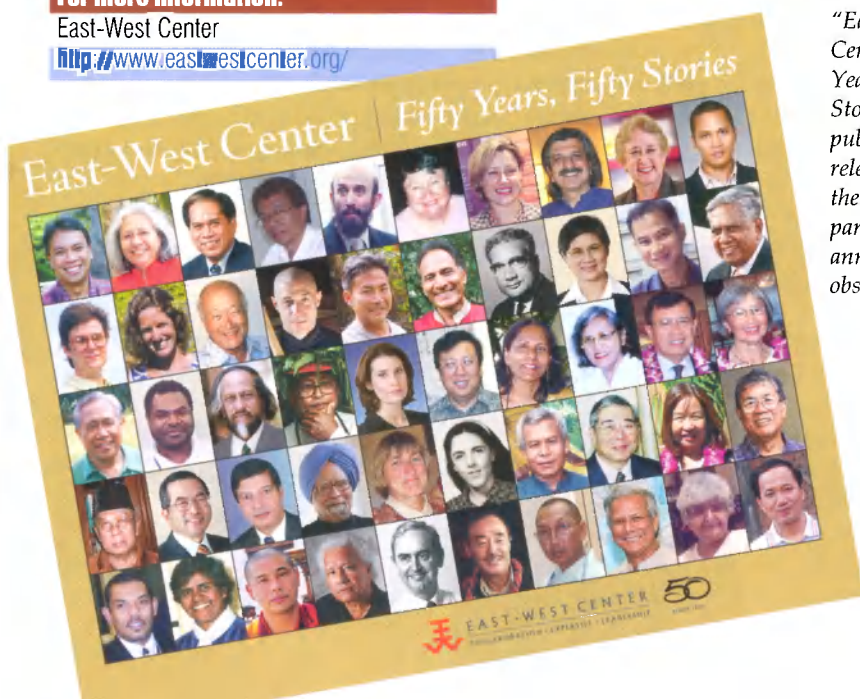
As part of its anniversary observances, the center released two publications, "The East-West Center Legacy," and "East-West Center: Fifty Years, Fifty Stories." The latter highlighted the accomplishments of a cross-section of 50 alumni, including Prime Minister Singh, American anthropologist and "trailblazer for microcredit" Ann Dunham Soetoro, Nobel laureate Muhammad Yunus of Bangladesh, Ashok Malhotra of the Ninash Foundation, climate change leader Rajendra K. Pachauri, Pakistani gender equality advocate Arfa Zehra, Buddhist monk Rinchen Wangyel from Bhutan, architect Khaleda Rashid from Bangladesh, public health specialist Arjumand Faisal from Pakistan, former Fiji Prime Minister Ratu Sir Kamisese K.T. Mara, and Nepal's ambassador to the United States, Shankar P. Sharma.

Indian and community support for, and interest in, the center has extended far beyond its grantees and staff. For example: Tarun Das, former chief mentor of the Confederation of Indian Industry in New Delhi, is on the center's Board of Governors;

For more information:

East-West Center

<http://www.eastwestcenter.org/>



"East-West Center: Fifty Years, Fifty Stories," a publication released by the center as part of its anniversary observances.



Above: The Royal Hawaiian Band performed for the alumni during a Fourth of July reception at the Honolulu Convention Center in Hawaii.

Left: Indian journalist and Mumbai East-West Center chapter leader Sarosh Bana (right) and his wife exchange views with other alumni.

Left: Alumni leaders at the conference including American Dan Berman (second from left) and Khaleda Rashid from Bangladesh (right).

Ratan Tata, chairman of Tata Industries Ltd. in Mumbai, has served on both the Board of Governors and the East-West Center Foundation Board of Directors, and he received the 2002 Asia Pacific Community Building Award from the center; Isher Ahluwalia, an economist from New Delhi, is a member of the center's International Advisory Panel; and Gulab Watumull, president of Watumull Brothers Ltd. in Honolulu, has established an annual scholarship in his father's name in appreciation for the center's role in helping foster strong U.S.-India relations.

In support of arts programs and cultural exchange, numerous Indian musicians, dancers and artists have over the years been hosted by the center. Their diverse work has included everything from Kathak dance and Mughal carpets to

Indian classical music and artworks depicting the "Ramayana" and the people of Rajasthan.

And it hardly needs to be pointed out that countless Americans have benefited professionally and personally from their transformational center experiences. A good example is Dan Berman, a now-retired New York City high school teacher. He came to the center in 1965 knowing little about Asia and ended up in "a love affair" with South Asian studies and "a wonderful experience" in India as an East-West Center student grantee.

Accompanied by his wife, Berman did research in Pune, Maharashtra, where friends helped them bring their first child into the world with Indian ceremonies, customs and foods. Over the years, Berman has remained an active center alumni

leader, including five years as alumni association president, and a good friend of India. Now retired and living again in Honolulu, Berman helped organize the 50th anniversary conference, and before that was a consultant to the center to help invigorate alumni chapters in South Asia.

Berman has revisited the region and always stayed in close touch with Indian friends from the center, such as Kuldeep Mathur, who earned a Ph.D. at the University of Hawaii while on an East-West Center grant and then returned to New Delhi to teach at Jawaharlal Nehru University and contribute substantially to the study of public administration and the Indian civil service.

Over the years and amidst unprecedented changes within and between India and the United States, both SPAN and the East-West Center have evolved and responded to new issues and challenges. The magazine and the center have each been remarkably successful because they had a clear goal—fostering exchange and understanding—which people and countries understood and liked.

Here's hoping each of these people-to-people institutions will continue to thrive by providing more and better opportunities for people to speak, get information and share experiences in this new century, much of whose history will surely be written in Asia.



Mike Anderson is a former East-West Center Ph.D. grantee and a former publisher of SPAN. He twice served at the U.S. Embassy in New Delhi and recently retired as a senior U.S. Foreign Service officer. He resides in Washington, D.C.

SPAN's 50th anniversary year has provided a wonderful time of interaction with our readers, who have shared memories, good wishes, advice and suggestions for celebration of this golden jubilee. Throughout the past 12 months we have provided articles, special features and events that were specifically requested by SPAN readers. This feature about gold in American culture and history was suggested by SPAN reader **A.K. Jain** of New Delhi.

U.S.A. Gold

By LAURINDA KEYS LONG

Spanish explorers sailed to America in the 15th century searching for gold. Chinese immigrants risked everything crossing the Pacific Ocean to reach "gold mountain," the term they used for the United States, where they worked in mines, on railroads and building towns that developed the American West in the 1800s and 1900s. Last year, 1.13 million people from every continent obtained legal permanent residency in the United States, seeking a golden opportunity to make a new life and pursue their dreams of education, work, owning a business, worshipping, printing a book or speaking their minds in an atmosphere of freedom and choice.

As in other cultures, gold in America has symbolic meanings: purity, the best, the highest standard, value, assurance. All these meanings are present on most wedding days in America, when brides and grooms receive a gold ring from their new spouse.

A long tradition, not practiced much these days, is

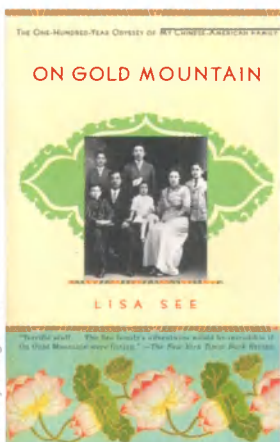
Right: Front and back of a double eagle gold coin produced by the U.S. Mint in 2009, duplicating the \$20 gold piece used as U.S. currency in 1907.

Above left: Gold wedding rings.

Far left: Lisa See's "On Gold Mountain," about her Chinese ancestors in California.

Left: Gold bar from the days of the California Gold Rush with the weight and 19th century price stamped on it.

© Getty Images



Courtesy Vintage Books



JIM COLE © AP/WWP

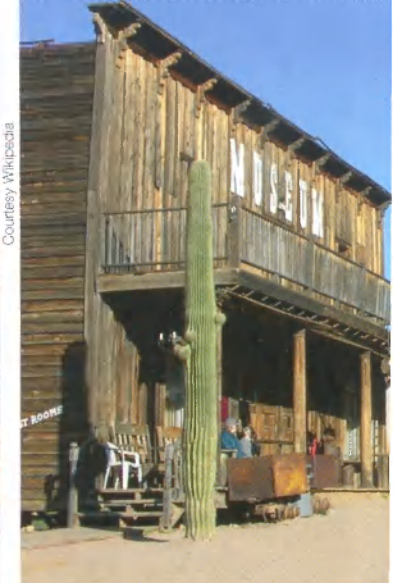


Photographs by MATT HOURKE © AP/WWP

U.S. CULTURE



"The Last Spike," by Thomas Hill, 1881.



Courtesy Wikipedia



"Golden Girls" TV show.

© AP/Wide World

the giving of a gold watch, often a fancy pocket watch, to someone retiring from a lifetime of work for a company. Gold represented the high value of the employee's service as well as the coming "golden years" of rest, time and the opportunity to travel or pursue new interests. This is also the meaning behind the title "Golden Girls" for a television comedy in the 1980s and '90s about four women at or near retirement age, living in Florida, where many golden-agers move for the warm weather.

The word "gold" is part of many phrases in U.S. business and employment. A "goldbricker" is an idler who doesn't do his share of work. A good worker, on the other hand, may receive "golden handcuffs," a special pension plan or shares of the company stock, as an incentive to stay with the firm. Later comes the "golden handshake," a generous offer to induce an employee to take early retirement. Top executives might get a "golden parachute," money and benefits to allow them to land safely if they are dismissed in a merger or corporate takeover.

In the American music and recording business, one million copies of a single record or 500,000 copies of an album or CD

means the artist receives a gold record. For a long time, this gold standard was the way musicians measured success. But the industry boomed so much that platinum records were required for album sales of a million or more. Now, with music streaming off the Internet via Pandora, Twitter, MySpace, being downloaded on YouTube, etc., new ways are developing to measure whose music is most popular. "Golden oldies" are songs from our youth. "That's comedy gold" describes a memorable joke, a TV episode or a silly situation.

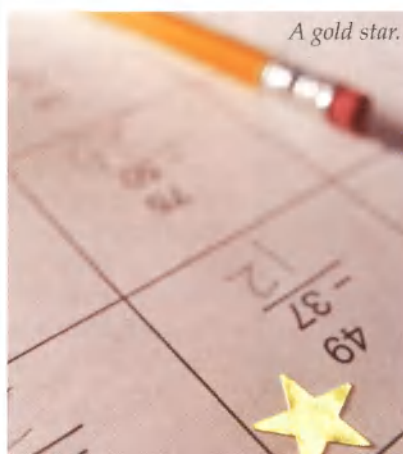
Children receive gold stars for good classroom work. At first, these were drawn on the paper by the teacher. Now they are adhesive cutouts, sold in bulk. Parents also use them to encourage good behavior or timely completion of household chores, placing them next to a child's name on a notice board in the kitchen.

In another example of using gold to represent a job well done, the tycoons who built America's first Transcontinental Railroad chose a copper-alloyed golden spike to symbolically join the Union Pacific and Central Pacific Railroads at Promontory Summit in Utah on May 10, 1869. The railroad tie made of laurel



Singing "Gold Digger."

MARCI TERRILL / AP/WIDE WORLD



A gold star.

© Getty Images



Golden Labrador Retriever



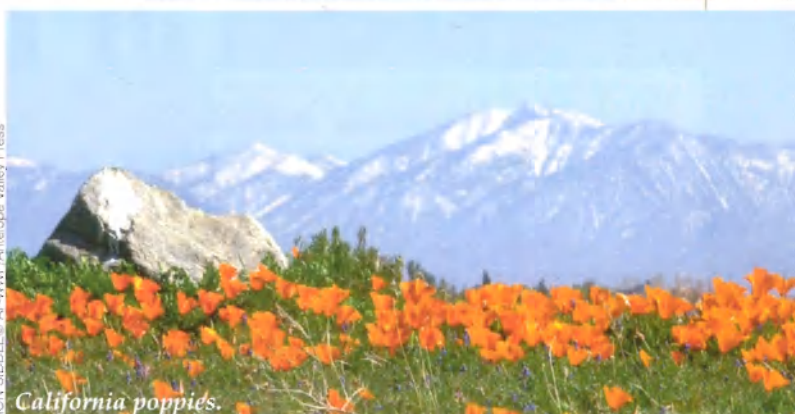
Goldfield Ghost Town.



Golden Gate Bridge.



McDonald's Golden Arches.



California poppies.

wood had been pre-drilled. A silver maul wielded by Leland Stanford, later founder of the private university in California, tapped in the spike. It was then removed and preserved, and replaced by a more serviceable one of iron.

The golden spike came from California, the "golden state," so-named for the precious, yellow metal found in rivers, in underground deposits and lying on the ground. The chance for easy wealth spurred the "California Gold Rush," bringing tens of thousands of people from around the world from 1848 to 1855. Many, like Stanford, made fortunes. Gold fever spread throughout the American West. Mines were dug and boomtowns sprang up. When the gold veins ran out, the settlements became empty "ghost towns." Many are now tourist attractions such as Goldfield, Arizona. And the term "gold digger" now refers to someone who marries or romances a rich person with the aim of getting their money, as Kanye West and Jamie Foxx complained in their 2005 song, "Gold Digger."

The Western gold craze extended to naming plants, such as the goldfields flowering herb that covers meadows in

California and Arizona, and California's golden poppy, which some people—out-of-staters, of course—may describe as vermillion orange. The same color as the Golden Gate Bridge, named for the strait that it spans, an entryway from the Pacific Ocean to San Francisco Bay, and all of America beyond.

Americans used to use gold and silver coins—even nuggets and ingots—as money. By executive order, President Franklin D. Roosevelt banned private ownership of gold, except for jewelry, in 1933, and Americans were forced to sell their bullion and coins to the Federal Reserve, though this prohibition has been eased in ensuing years. To provide a place to put all that gold, the extremely secure U.S. Bullion Depository was built at the Fort Knox Army Base in Kentucky. This brought new phrases into the American language: "Locked up tighter than Fort Knox" and "I wouldn't do it for all the gold in Fort Knox."

The next big craze was "black gold," oil that is, discovered in Texas, Oklahoma and elsewhere. This brought a whole new wave of men and women eager to make their for-

tunes by working hard, just like the gold miners of earlier days. The term "black gold" entered the American language and became a popular name for horses, such as the 1924 Kentucky Derby winner, and pet dogs. Americans' favorite dog is the Golden Labrador Retriever. They are loved not just for their soft, pretty coats, but for their sweet dispositions around children, hardiness, loyalty, trustworthiness and "hearts of gold."



For more information see <http://span.state.gov>



Black Gold.



The Power of Choice

By SANDIP ROY

Columbia University business professor Sheena Iyengar uses her life and experience to explore questions impacting cultural identity, economic and social decisions.

Sheena Iyengar met her husband at a bus stop in California. Her parents, on the other hand, had a traditional arranged marriage in India. Those two stories seem like the extreme ends of the spectrum of choice, but Iyengar says it's much more complicated.

There was choice in her parents' arranged marriage. Iyengar's mother's brother was a professor in Toronto, Canada. My grandmother "made it clear that the reason she had chosen my mother was to help their family emigrate," says Iyengar.

Iyengar chose her own husband, a Tamil Hindu academic. But she placed her own limitations on that choice. "I consciously chose to marry an Indian because I felt if I married an American my entire life would continue to be two cultures in conflict all the time," she says.

Iyengar is an expert on choice. A professor of business at Columbia University, she's written a book about it—"The Art of Choosing."

For more information:

Sheena Iyengar

<http://www.columbia.edu/~ss957/about.shtml>

Indecision-Making

<http://www.nytimes.com/2010/04/18/books/review/Postrel-t.html>

When Choice is Demotivating

<http://www.columbia.edu/~ss957/whenchoice.html>

Erma Bombeck

<http://www.ermamuseum.org/home.asp>

Ironically, the freedom of choice is not the first thing that springs to mind when one meets Iyengar. She cannot even choose the shade of her lipstick. She has been blind since she was a child, as is her sister, because of a genetic condition known as retinitis pigmentosa. Her parents were second cousins. They didn't necessarily regret the choice of an arranged marriage between cousins that probably resulted in their daughters' blindness. "My mother would say, 'What did I do in my last life?' or, 'What did your father do in his last life?' She put the blame on God or fate," says Iyengar.

But Iyengar grew up fascinated by choice. Her father had always wanted to go back to India, but after he suddenly died at the age of 43, her mother chose to stay on in the United States. "I think my parents understood we had a better chance of life in America," says Iyengar. Her mother learned to drive, got a job and raised her girls. She always carried in her handbag a copy of an essay by American humorist Erma Bombeck about raising a disabled child:

Yes, here is a woman whom I will bless with a child less than perfect. She doesn't realize it yet, but she is to be envied. She will never take for granted a spoken word. She will never consider a step ordinary. When her child says 'Momma' for the first time, she will be witness to a miracle and know it.

Iyengar grew up in a traditional Sikh family—"the kind where you don't take your kach-

ha [undergarment] off while bathing," she says. But when it came to going to college she ignored her high school counselor's suggestion that she opt for community college and accept government disability payments instead of targeting a career. She chose to go to one of America's top business schools, The Wharton School of the University of Pennsylvania.

That, she says, is the power of choice. "It's the only tool we have that can enable us to go from who we are today, to who we want to be tomorrow."

But she also feels that just having more choices doesn't necessarily make us happier. What matters are the important choices. She doesn't care that she doesn't get to choose her lipstick. She cares that she gets to choose her college. In one of her famous experiments while doing a doctorate at Stanford University in California, she gave customers at an upscale grocery store a choice of jam samples. One set got six samples. The other set got 24. Sixty percent of the customers stopped for the 24 samples while 40 percent went for the smaller set. But in the jam aisle only 3 percent of those who had sampled the set of 24 bought anything, while 30 percent of the other set bought a jam. Too much choice it seems can overwhelm us. And, says Iyengar, it doesn't necessarily make us better choosers.

It doesn't even make us happier. Iyengar studied the relationship between religion and happiness under psychologist Martin Seligman.

She found to her surprise that members of more rule-bound, fundamentalist faiths (Islam, Calvinism, Orthodox Judaism) were often happier than more liberal ones (Unitarianism, Reform Judaism). "That was an eye-opener," says Iyengar. "Restrictions do not necessarily diminish a sense of control."

As human beings we all want to make the choice that makes us happy. But personal happiness can't come out of a formula, no matter how many self-help books try to give us the step-by-step guide. A 1960s study found that students injected with adrenaline could be

manipulated to be playful or angry. One of Iyengar's students once tried to give the adrenaline-induced-happiness a whirl. While visiting New Delhi with a female friend he was interested in, he took her on a ride in an auto rickshaw. He thought the hair-raising ride through narrow streets would get her blood pumping and connect her excitement to the person sitting next to her—*him*. The ride seemed to work. The woman's hair was blowing in the wind, her eyes wide open. When the ride ended, he leaned forward and asked, "How was that?" She leaned close and replied, "Wasn't that rickshaw driver

just gorgeous?"

The whole idea of choice, Iyengar writes, is cultural. Give an American 10 kinds of sodas and he'll think he has 10 choices. An Asian will just want to figure out what his host wants him to choose. People from ex-communist countries think of it as just one choice, the difference between the brands being meaningless to them.

But the notion of choice is so tied to the idea of the free market that any debate about the mantra "more is better" makes Iyengar instantly suspect in the eyes of many. Iyengar insists she believes in the power of choice. What she wants to point out is that choice is relative to culture. Western cultures believe in the "little-engine-that-could" kind of individualism where willpower propels us to whatever we choose to be. Some cultures, like India's, are more collectivist. Krishna tells Arjuna he has control only over his actions, never of the fruit of the actions.

Iyengar learned that lesson the hard way. As a student in Japan she once asked for sugar with her green tea, a social no-no. The waiter refused to give it to her. She put her foot down and insisted. The waiter brought over the manager, who explained there was no sugar to be had. She ordered coffee instead. Next to the cup were two packets of sugar.

At first the American customer in her was outraged. "But then I realized they were protecting me from committing the ultimate faux pas in Japan—drinking my tea incorrectly," she says. In Japan, the waiter was not circumscribing her choice, he was helping her choose correctly.

It's the same concept in India, she says, when women go to buy saris with friends. The friends act as a sounding board, a choice committee. "They allow the collective to winnow down the options," says Iyengar. "She is comfortable with the other women saying, 'Don't buy that, it's too gaudy or it might upset your mother-in-law.'"

Iyengar herself upset her own in-laws, just by being blind and Sikh. The young couple was adamant. They had chosen each other. But again culture came into play. The family astrologer soothed her mother-in-law. He told her the two had been married to each other in seven past lives and would marry each other seven times more.

Does she believe that? Iyengar smiles and chooses not to answer.



Sandip Roy is an editor and radio show host with New America Media in San Francisco.

The Art of Choosing

SHEENA IYENGAR



Courtesy Hachette Book Group

On Science Fiction

By JASON PONTIN

How it influences the imaginations of technologists.

I once wrote..., "Science fiction is to technology as romance novels are to marriage: a form of propaganda." This represents my sincere view, but stated so baldly, without elaboration, the remark implies a contempt I do not feel. For I *adore* science fiction. If it is propaganda, I am its happy dupe; and if I am a technology editor and journalist today, it is because between the ages of 7 and 14, I read little *but* science fiction.

I grew up on a farm on the north coast of California that had at one time been a kind of hippie commune. Around the various cabins on the property were dozens of yellowed paperbacks of the sort that the counterculture loved; and when I recall my childhood all at once, it is perpetually summer, and I am alone in a field or a tree house, reading Alfred Bester, Algis Budrys, Samuel R. Delany, Philip K. Dick or Robert Heinlein.

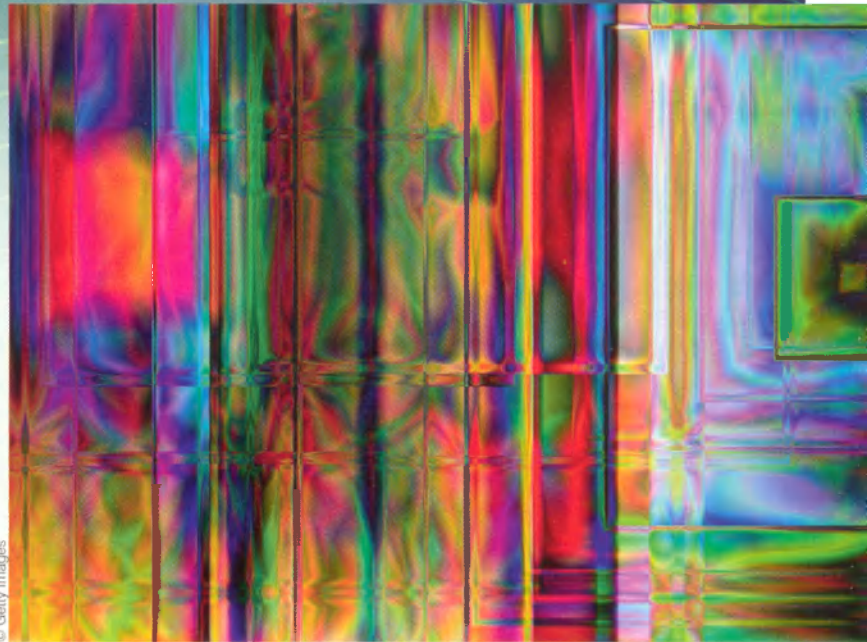
I grew out of science fiction—which is to say that I learned to enjoy other, more literary writing and to disguise my passionate fandom. But science fiction continues to influence me. To this day, my tastes and choices as an editor and journalist are bluntly science fictional: I look for technologies that are in themselves ingenious and that have the potential to change our established ways of doing things. Best of all, I like technologies that expand our sense of what it might mean to be human.

In this, I believe, I am an entirely conventional technologist. Most of us came to technology through science fiction; our imaginations remain secretly moved by science-fictional ideas. Only the very exalted are honest about their debt. In his collection of lectures on the future of technology, "Imagined Worlds," ...theoretical physicist Freeman Dyson writes, "Science is my territory, but science fiction is the landscape of my dreams."

Science fiction's influence on technologists' imaginations can be observed in its successful and unsuccessful predictions. Discerning a causal relationship between what science fiction has predicted and what technologists have created might be an instance of the logical fallacy *post hoc ergo propter hoc* ("after this, therefore because of this"), except for a curious fact: SF writers not only describe current research and extrapolate its likely development but also prescribe cool things that enthralled technologists later make or try to make. In short, life imitates art.

Fans decry any emphasis on their favored genre's predictive power (science fiction, they say, is really about the present day); but nonetheless,

the accurate predictions of many science fiction writers are justly famous. Geostationary telecommunications satellites were first proposed by Arthur C. Clarke in a paper titled "Extra-Terrestrial



Relays: Can Rocket Stations Give World-wide Radio Coverage?" published in *Wireless World* in October 1945. Space travel has been a staple of science fiction since Jules Verne published "De la Terre a la Lune" in 1865. Robots first appeared in Karel Capek's play "R.U.R." in 1921. Indeed, it is more useful to ask, What *hasn't* SF predicted?

But the prescriptive power of science fiction has functioned both positively and negatively. Older computer scientists and electrical engineers such as Marvin Minsky and Seymour Cray, born in the mid-1920s, pursued a vision of humanlike artificial intelligence and main-frame computing popularized by science fiction after World War II (see Isaac Asimov's "Multivac" stories). These scientists remained committed to the glamor of big computing long after research suggested that it would not soon produce the thinking machine for which they pined. Here, science fiction's predictions were wrong, but still influential.

By contrast, consider the influence of science fiction on the development of the personal computer and the Internet. It is often said that SF missed both, but that isn't really true. The "cyberpunks" and their precursors began dreaming of the Net in the late 1970s. Algis Budrys' highly literate 1977 novel, "Michaelmas," describes a worldwide web of telecommunications and computer data. Vernor Vinge, in 1981's "True Names," anticipated a cyberspace that is recognizably our own. Most notably, William Gibson invented the "consensual hallucination" of the Matrix in "Neuromancer," published in 1984. These fictions were greatly influential on younger technologists, such as Tim Berners-Lee and Jaron Lanier. The Web would not be the demotic, freewheeling society it is without the cyberpunks.

One can go further. In his survey of science fiction, "The Dreams Our Stuff Is Made Of: How Science Fiction Conquered the World," Thomas M. Disch writes, "It is my contention that some of the most remarkable features of the present historical moment have their roots in a way of thinking that we have learned from science fiction." I think he's right....

Jason Pontin is editor in chief and publisher of *Technology Review*.



Taking Education Higher: Post-Graduate Student Exchange in India

By ERICA LEE NELSON

With the experience of having lived and worked in India as a journalist, I am far from a typical case study of an American graduate exchange student. One could say I have an unfair advantage over anyone stepping onto the crowded streets of New Delhi for the first time. Still, this local knowledge made me an ideal candidate to be the first student from George Washington University's Elliott School of International Affairs to take advantage of a collaborative agreement with Jawaharlal Nehru University. Under the program, my university gave me credit for one semester of courses from Jawaharlal Nehru University. I had the chance to dive into Indian history and economics, and also refresh my long-neglected Hindi studies.

More American students than ever are arriving in India. According to the Institute of International Education, in the 2007-2008 academic year, 3,146 U.S. students came to India. That's up 19.8 percent from 2006-2007, the highest percent change of any country in the top 25 destinations for Americans. (India beat China by 0.8 percent in growth, though China houses almost triple the number of students India does.)

The Fulbright-Nehru fellowship program of the U.S.-India Educational Foundation is a definite contributor to this increase after its funding was expanded from \$4.6 million in 2009-2010 to \$6.7 million for 2010-2011. More than 250 fellowships to Indian and American students are expected to be on offer this academic year, clearly indicating positive strides in education collaboration between the two countries.

But what is it like for an American student on the campus of an Indian universi-



Erica Lee Nelson on the George Washington University campus in Washington, D.C.

ty? Being open to learning opportunities in unexpected places is the key to the experience. I valued the discussions on famous authors I had when patronizing the book shops on campus. During elections, candidates gave speeches in the classrooms and posted their platforms on nearly every wall. The fervor was exciting to watch, and something that you rarely see in American universities' student politics.

India, like America, is a melting pot of cultures and diversity. One of the great delights of Jawaharlal Nehru University was going to class not just with students from every corner of India, but with students from all over the world. French, Thai, German, Chinese, Kenyan and Korean students all walked the halls with me and provided their own perspectives over *puri sabzi* lunches in the canteen.

On campus, I met some remarkable American scholars. Danika Swanson, a recent M.A. graduate from Harvard University in Massachusetts, came to India on a year-long Rotary Ambassadorial Scholarship to enhance international understanding. Lieutenant Matthew D. Myers

from the U.S. Navy is earning his M.A. in history on a George and Carol Olmsted Foundation scholarship for military officers.

Swanson became interested in India while serving in the Peace Corps in Surinam, where she lived among the Indian diaspora. Her interest in religion, peace and conflict studies made India a natural choice for a regional specialization, and she had previously visited to study Urdu in Lucknow, Uttar Pradesh. "It is difficult to have an understanding of a people and place, particularly a country as vibrant and diverse as India, without experiencing it," Swanson says.

To prepare for his studies, Myers spent 11 months at the U.S. Defense Language Institute in Monterey, California, learning Hindi. "Among foreign students at JNU, I find the best-adjusted tend to be those who speak Hindi," he says, advising any potential exchange student to learn the language.

In my own experience, I found language skills are often overlooked, as education is conducted in English. However, without a knowledge of Hindi, American students will miss the countless jokes, impassioned political speeches and cultural and historical references that make up the tapestry of campus life. Plus, it allows

For more information:

Statistics on Americans Studying Abroad

<http://opendoors.iienetwork.org/?p=150833>

US-India Education Foundation

<http://www.usief.org/in/>



Erica Lee Nelson (left) and Danika Swanson (right) with friends and family members at the Qutub Minar in New Delhi.

you to enjoy reality TV shows like “Dance India Dance,” a personal favorite.

Swanson’s favorite course was “Population Movements in South Asia,” with Partha Ghosh. “His lectures were thought-provoking and full of insightful stories,” she says. My favorite professor was Sudha Pai, who taught “Development and Public Policy—Indian Politics.” This course provided an excellent overview of post-Independence economic history at the federal level, and the varying development programs of state governments. Just being in the class with Indian students particularly enhanced the experience—many of them had experienced the programs first-hand and could speak directly of their successes or failures.

Myers was urged to consider India as a destination country during his scholarship application process, and soon developed a passion for Indian medieval history. His favorite course was Najaf Haider’s “State and Society in Medieval India.” “From Sufism to tax collection, he brings medieval India to life,” Myers says. “His *ex tempore* translations from Persian sources motivated me to take up classical Persian, even though I am in the modern history program.”

On some days, the experience was difficult. Many American students I spoke with found that though the campus was lively and well-informed, in-class discussions for many courses were often minimal. This was due to many factors, including a lack of encouragement from teachers and a lack of preparation by students. In some courses I have taken in the United States, a student can be failed for not contributing interesting ideas or observations. Fostering a more interactive classroom environment is an academic area where India can improve.

Since I’ve returned and graduated, I’ve had inquiries from many U.S. students eager to get a chance to live and study in India. While I am heartened by their enthusiasm, I also explain that they should not necessarily expect an easy journey. Navigating visa, admissions and housing hurdles can be a difficult process. If you come independently, without in-country support, the difficulty is enhanced. However, with a bit of patience, preparation and tenacity, the rewards for making the journey are high.

Looking back on my studies, I realize that while I am not a typical student—no one else is either. By choosing India, one is automatically a bit different from the 100,000 or so Americans who choose to study in Western Europe. We all have different motivations, but share a taste for adventure. Thank you to all the Indians who welcome us with open arms.



Erica Lee Nelson is a Washington, D.C.-based journalist.



Courtesy Harish Saluja

Harish Saluja

In Pittsburgh, Pennsylvania, a generation of Indian Americans grew up listening to his voice. In the 1970s—when Indian restaurants were a rarity and international satellite television was decades away—Harish Saluja’s radio program was the only source of South Asian music in their new country. Some people would not leave home on Sundays so they could tape his programs onto cassettes, to enjoy long after the “Music From India” broadcast on WDUQ radio was over.

Then one day, WDUQ decided to shift to a jazz and news format and end ethnic programming. “There was such an overwhelming and passionate response from our listeners, ours was the only ethnic program that was kept,” Saluja says. He recalls a time when the station, a public undertaking supported by grants and donations, was conducting an annual fund raising drive. Operating under the assumption that ethnic programs did not have many listeners, they let all the telephone operators leave for a break during Saluja’s show.

“The phones started ringing non-stop,” he recalls. “They did not have enough people to answer the phones, so I announced it on my radio program.” Two South Asian community members heard the call, and immediately volunteered to staff the office and take pledges for donations.

After more than 35 years of volunteering his time on the air, the weekly, two-hour program on WDUQ is one of the longest running in the United States. The path he forged is now exploding with opportunity as the Indian American

**For more information:**

Washington Bangla Radio

<http://www.washingtonbanglaradio.com/>

HumDesi

<http://www.worldbandmedia.com/HumDesi.aspx>

WDUQ

<http://www.wduq.org/>

Desi Hits!

<http://www.desihits.com>

Building Community Through Music

By ERICA LEE NELSON

Americans tune in to listen to the growing number of radio stations airing Indian music.

community grows larger and more influential. Recently, the Universal Music Group, one of America's biggest record companies, tied up with the online radio and entertainment company Desi Hits! to create a new recording label for musicians with South Asian roots. At the same time, HumDesi, a high-definition, 24-hour radio station, is rolling out in new markets from San Francisco and Chicago to New Jersey and Virginia.

Things have changed for Saluja as well. He estimates that in the beginning, 90 percent of his audience were of Indian background and lived in the Pittsburgh area. Though he has not done a formal survey, he estimates that now 30 to 40 percent of his listeners do not have Indian heritage. "We have become the musical window to India for the rest of the community here," he says. And now that they can tune in on the Internet, people call him from as far away as Texas and Arizona.

Online radio streaming and music downloads have changed the entire scene. Saluja once spent thousands of dollars out of his pocket to load suitcases with LPs (long-playing record albums) on trips to New York, Canada and India. Now most music songs are available with a few clicks of a mouse.

Still, 64-year-old Saluja and his new co-host, Vijay Bahl, maintain a loyal audience due to their musical taste and research. "Normally you would pick up a CD and throw it in your car and listen to all the songs. What we do is go through 15 CDs or 20 CDs. ... You get to listen to a compilation. Our choice brings an extra value..." he says. Often, he will create shows around a theme, such as songs based on a particular raga, from a certain time period. His vast knowledge of Indian classical music makes

for a learning experience, and he also quotes poetry on the air.

The show itself was created through the advocacy of a local Indian American group, and Saluja took over from a roster of part-time DJs. Until the 1990s, it was pretty much the only mass media available for the South Asian community in the area to announce cultural events.

While he spent the bulk of his career working in publishing, having the power to bring people together via the radio led him to establish his own arts and culture organization, Silk Screen. Being a director himself, Saluja runs an Asian American film festival, and is working on two films to be set in Pittsburgh and India.

Building it bigger

Brad Herd, vice president for business development at HumDesi radio, wasn't affiliated with anything South Asian until a few years ago. He comes from a more mainstream corporate background. "Now that I've immersed myself almost 24 hours (a day) in a *desi* market, it's a little bit different," says Herd.

For one, the market is an entrepreneurial one where many own their businesses. As has been well-documented in U.S. census figures, Indian Americans are also generally more affluent and educated than other minority groups. This makes them an ideal target for advertisers—even big brands like Toyota.

In the past, Herd says, ethnic radio was purely thought of in Spanish language terms. Then, Indians were often clubbed with Chinese radio stations as part of an "Asian" community. Now, advertisers understand the quite different nature of the groups



Supratim Sanyal at his house in Germantown, Maryland (left) and in his basement studio (below).



and actively seek Hindi radio.

"We say you have a big population here with a disposable income...and we are the best way to do it," Herd says. "We present ourselves as a one-stop radio shop." Herd says HumDesi radio covers 70 percent of the Indian American market and can offer a simple, nationwide approach that saves advertisers' time.

HumDesi's parent company is WorldBand Media, founded by CEO Prabha Selvadurai, which is also involved in stations catering to other minority groups. Even though their network is national, Herd says that they work hard to keep content unique and relevant to each geographic area they broadcast in. Working with local partners and event planners, they post news and information for the South Asian community, determine the preferences for Hindi or Punjabi content, and contribute to festivals such as the India Day parade in August.

Regional flavor

Radio is a labor of love for Supratim Sanyal, the founder of Washington Bangla Radio who immigrated to the United States more than 15 years ago. Needless to say, his ties to West Bengal are strong—he speaks exclusively Bengali with his children at home, and owns the only "Kolkata" vehicle license plate in the state of Maryland.

A technical professional, Sanyal started reading in 2003 about Web streaming, which was a nascent technology at the time. He decided to experiment with using a dial-up Internet connection to stream his Bengali music collection from his home computer to his work computer, so he could listen on headphones without carting around his large CD collection.

It worked. "Surprisingly, some others found out about that stream," he says. "And I could see my little server had multiple entries in it." It grew in popularity, and in 2005, he launched the first Web site—a one-page affair with a giant "Play" button in the center. It grew in popularity, but was unlicensed. Sanyal wanted everything to be aboveboard. He approached music companies like Saregama and began to pay broadcasting rights fees.

All of the money came out of his pocket, and in 2008, he

decided to monetize the station in order to get some support. "Long live Google! They make it viable for people like us to run," Sanyal says. Now, 90 percent of his revenue comes from Google AdSense, while the rest comes from affiliate deals with other companies. He runs a news site, employs freelancers in Kolkata, and features interviews with directors and actors in the Bengali film industry. The effects were immediate. Says Sanyal, "That had a big, big impact. People came in hordes."

He now receives 11,000 to 35,000 hits per day, with an average of 60 to 180 people listening to either on-demand or live-stream radio at any given time. He has a full-time job and says he does not make money from the station, but is now covering his operating costs and breaking even.

His company, WBRi, is an excellent example of the decentralization of media. The entire operation is run from a server, computer and sound board in his basement. Friends and other aficionados of Bengali language and music contribute radio shows from as far away as Cincinnati, Ohio or Toronto, Canada. Sanyal does most of the recording and technical work, and occasionally goes on air himself. He once ran a marathon Rabindranath Tagore poetry festival of singing and recitations, with contributors performing live via Skype from Australia and Mumbai. Now, some of the participants are working on producing Bengali radio plays for broadcast, one of which is already available.

Sanyal hopes to play a role in helping the troubled Bengali music industry, which is suffering in the fight against piracy. He even set up an online store for downloads of songs he plays on the radio, and says all the proceeds go to the music companies. "People are bursting with ideas. The only restriction I think I have is my own time," he says.

Saluja says the South Asian diaspora is "one of the few cultures where music is actually a part of life; it's not looked at as something separate like a concert. People sing all over the place. That need, that hunger for nourishment, is present wherever Indians are."



Erica Lee Nelson is a journalist based in Washington, D.C.

Indian American TV Talk Show Goes National

By JANE VARNER MALHOTRA

With its warm and informal mix of interviews, discussions and subtitled Bollywood videos, “Darshan America” caters to the growing Indian heritage population.



*Aastha Verma and
Ramesh Butani.*

Just outside the U.S. capital, in northern Virginia, around the back of a suburban set of eclectic shops and cafes, up a dark and narrow flight of stairs, a door swings open to a modest but cheerful television studio where news of the Indian community takes shape. The studio is home to “Darshan America,” the longest-running Indian American news and talk show, broadcast weekly in the metropolitan Washington, D.C. area since 1987. In July 2010, the show expanded to a national audience to meet the growing interests of

the South Asian immigrant and U.S.-born population.

The format of the 30-minute program includes a Bollywood video with English subtitles, followed by the folksy, informal “In Conversation” segment in which co-hosts discuss topics ranging from visas to Viagra. Friendly interviews with authors, rising political leaders, scientists, philanthropists, technology entrepreneurs and artists round out the program.

Spanning three decades and over 500 interviews, “Darshan” has hosted guests, including director Mira Nair, Louisiana

Governor Bobby Jindal, mathematician-writer Manil Suri, composer A.R. Rahman and actor Anupam Kher. In response to a viewer suggestion in 1993, the producers began inviting more guests of non-Indian heritage, as well. According to Hansa Butani, the show's producer, the program has wide appeal because, "The hosts are down to earth and also articulate, and the conversational format makes the stories more accessible and interesting."

Longtime host and executive producer (and Hansa's husband of 35 years) Ramesh Butani believes the time is right to offer a national platform for the program, as the Indian heritage community in the United States matures into its second and third generations. "When this show first began, the Indian American community was very insular, but that is changing," Ramesh says. "Over the past 10 years, we have started having more neighbors as friends, we are volunteering more, mingling with all kinds of communities, we are working with the government, running for public office. Even Indian food is going mainstream, with the Food Network featuring three Indian shows now."

"Darshan America" airs at 3 p.m. Saturdays on a non-commercial, independent channel owned by MHz Networks called Worldview, which features international news and cultural programs in English and other languages around the clock. Viewers can find everything from Al Jazeera English to Bolivian News to Russia Today.

"We're honored to have 'Darshan' chosen to be part of Worldview's new national programming," says the 65-year-old host. "The network decided that our show best explains what life as an Indian American immigrant is like, living here, so they bundled a 30-minute version of it with a few others, and now these two hours of programs are present in 31 million homes in 29 mega metropolises, and by the end of the year they hope to bring it to every home in the United States and then into the international arena. While our content has changed over the years, the format of our show has been very consistent, through her good work," he says with a smile and a nod to his wife.

Formerly with the World Bank, Hansa began helping at the show part time in 1998. Soon she took early retirement from



Aastha Verma (from left), Sonal Verma, Shilpa Alimchandani and Anisha Abraham during the taping of an all-women show.

the bank and came to the show full time to improve the programming quality. "The place was in shambles!" she laughs. "And some of our staff did not understand the nuances of our culture when it came to things like a sponsor needing to pay the bill a little late." To improve her technical skills, she went through intense production training offered through Fairfax County's Public Access Channel, studying lighting, editing, audio and cameras. She took lessons in voice-overs, and hired a private tutor to train her on their editing equipment. "I wanted to learn everything

so that I could ask intelligent questions of the tech people. I completely changed my profession."

For Ramesh, working on the show supplements his other job as the president of a construction company. Together the husband and wife team help to create a warm, familiar atmosphere that comes through during the program. The show also features two primary co-hosts, Aastha Verma and Shilpa Alimchandani, along with a few other hosts and three or four technical staff. College students host a segment called "Morning Blend," featuring news from the younger generation's perspective. Through the show's host-intern program, young adults come into the studio to read seven or eight lines each week for



Courtesy of Darshan America

he says. A few years later as a successful young reporter, he went on the show again to discuss his Washington Post Company video blog about the world's perceptions of America. "‘Darshan’ has a very personal and local feel that reflects the close D.C. Indian community. A lot of people know and like the Butanis and trust them," explains Bakshi. "And it's a positive, celebratory show. Indian Americans love to see other Indian Americans doing well."

During the information technology boom years in the 1990s, several entrepreneurs appeared on "Darshan" on a Saturday to talk about their ideas and their products, and by the following Thursday their startup companies had sold to bigger companies for good profits. "Suddenly people were clamoring to come on the show. I thought they just liked me!" laughs Ramesh. Like the friendly uncle at the family gathering, Ramesh has a way of getting guests to chat about their personal lives, or let down their guard just enough to make watching the program even more entertaining. Ramesh recalls, "I once had a guy come on the show to talk about his tech start-up. I asked him an innocent, normal question: ‘How's business?’ He said, ‘Oh, that's not a fair question. In our case, we're a pre-revenue company.’ A what?! I just laughed. I'd never heard of a ‘pre-revenue’ company in my life."

"And many years ago we had Aneesh Chopra on the show when he was a young kid and just graduated from Harvard's Kennedy School," he says, referring to the current U.S. chief technology officer. "He and Vivek Kundra started this Network of South Asian Professionals group. He wanted to come on the show as president of that organization to get all the young people together and generate excitement about getting involved. And right here on this show he says, ‘My mom is going to pick my bride.’ Oh, there were a lot of girls who were so disappointed after they heard that."

"Ramesh, you shouldn't tell that story," laughs Hansa.

"Hey, that's a public statement he made on the show. It's all game," he replies with a grin.

As the show evolves to meet the interests of the new national audience, the producers are actively selecting stories with a

For more information:

Darshan America

<http://www.darshantv.com/>

Amar Chopra Bakshi's blog

<http://newsweek.washingtonpost.com/postglobal/america/>

broader appeal, but through the lens of the Indian American experience. "We'd like to have the Obamas on the show, someday," says Hansa. "And Hillary Clinton would be great. Such a fascinating, tough woman."

Viewer Bakshi agrees that the demand for Indian American programming is out there. "The show has done a really good job of getting the personal, local feel in the D.C. area, and I'm sure they can do it nationally, too. The Indian American community is pretty aware of itself around the country, and it continues to get more involved in politics and business. You've got an endless number of topics to cover on the national stage, and if they keep focusing on the positive story, they'll be successful."

Over some 20 years of producing "Darshan," with so many leading Indian Americans coming through the door to their studio, the Butanis retain a broad perspective on their community. They agree that a generational shift is taking place, as the younger ones become more engaged and join a more mainstream American culture.

Says Hansa, "We are the ones who first came here and made this our home, with the goal of improving our lives, to get a good job and support our family, and send money home to India. But our children were born and raised here in the American culture, and they feel more a part of their neighborhoods and want to improve their communities and improve the laws. In the past few years more and more are running for political office. When we came, we were doctors and engineers and lawyers, not authors or artists or athletes. None of those professions we touched because we needed to make money. But for these kids, the options are greater. They are the next generation, and they give us a lot of pride."



Jane Varner Malhotra is a freelance writer based in Washington, D.C.

six weeks. "It's amazing to see these young kids developing confidence and poise. Several have developed an interest in the media and at least two have gone on to work for CNN," says Hansa.

Through these kinds of opportunities and extending offers to appear on programs, the Butanis have nurtured the next generation of Indian American leaders. One of the show's numerous Facebook fans, Amar Chopra Bakshi, was born and raised in Washington, D.C. His family watched the show now and again, and when he won a Truman Scholarship in college for leadership in public service, he was invited to appear on "Darshan." "Somehow the Butanis found out about the award. I think my parents told them,"

Building Bicycles

Text and photographs by SEBASTIAN JOHN

Cycling offers an alternative for areas plagued by urban gridlock and Americans are working to make it a safe and rewarding experience.

An enduring Hollywood image consists of a hero riding off into the sunset on one of the highways that make up the backbone of the U.S. transportation network. These roads are great for motorists, but for the hero on a 10-speed, two-wheeled bicycle, traveling close to zooming cars and trucks can be a bit nerve-racking.

One of these new breed of heroes is 70-year-old Fred Lonas, who bikes from his home in Purcellville, Virginia to get coffee in Leesburg in a 48-kilometer loop, and has even biked across the United States in a 6,400-kilometer odyssey. "I told my daughter she has to stay in shape so she can go riding with me when I'm 80," he jokes.

Though Lonas owns a car, on many days he does not use it. He is reckoned among the ranks of bike commuters, people who ride not just for exercise or pleasure, but as a means of daily transportation.



Back Into Cities



*From left: Emma Allgaier, 8,
Tim Allgaier, 12, and Steven
Allgaier bike along the
Chesapeake and Ohio Canal in
Brunswick, Maryland.*

TRANSPORTATION



Cities, states and the U.S. federal government are working to encourage cyclists by making streets and highways more bike-friendly.

A 2002 government-sponsored survey (new data from the 2010 census is awaited) found that approximately 57 million people, or 27.3 percent of the U.S. population aged 16 or older rode a bicycle at least once in that year. Anecdotal evidence from officials and biking enthusiasts suggests that the number of bike users is increasing rapidly.

At the same time, the United States has invested heavily in bicycle and pedestrian infrastructure. Data from The League of American Bicyclists shows that before 1991, federal funding of bicycling and walking facilities was \$4 million to \$6 million per year. As of 2008, that amount had increased to \$541 million. Elements like trails, bike lanes, wider sidewalks—even well-designed sewer grates that don't snag bike tires—work together to make biking more convenient.

"We believe cycling is a safe, affordable, energy efficient mode of of transportation," Polly Trottenberg, the U.S. assistant secretary for transportation policy, said at an event to launch a new bike sharing service in Washington, D.C. in September. "It reduces obesity, creates jobs and it's a lot of fun."

Cities on the move

Bicycling is an attractive solution for areas like Arlington County in northern Virginia, which is plagued by traffic jams. More cyclists mean fewer cars and easier driving conditions. "Every time we repave a street, we evaluate it to see if we can get bike lanes on the street. And that's a very cost effective way of building your bike network," says David J. Goodman, manager of bicycle and pedestrian programs for Arlington County, located across the river from the U.S. capital. Bike lanes generally need

Above left: Fred Lonas bikes down the street in Brunswick, Maryland.

Above: The interior of Bikestation in Washington, D.C.

Below: A bike rental kiosk in Portland, Oregon.

Bottom: A cyclist pedals in a designated lane in Portland.





Below: A bicycle memorial in New York City.

Bottom: Cyclists pedal on the Mount Vernon trail in Arlington, Virginia.



The American Rickshaw

In major American cities, the bicycle rickshaw, known as a “pedicab,” is becoming a popular taxi service for short trips around tourist areas and sporting venues. Ben Morris owns National Pedicabs, with locations in Boston, Massachusetts; Newport, Rhode Island; Fort Lauderdale, Florida; Washington, D.C. and San Francisco, California. He buys, insures and maintains the pedicabs, and then leases them to drivers for a daily fee.

He makes more money from advertising on the sides of the cabs than he does from the pedicab operation itself.

Customers take pedicabs for the novelty or for sight-seeing, not for daily commuting as in Asia. Still, he sees commuting as a future possibility for his business. “It’s definitely becoming a more recognizable and more reliable form of transportation,” he reports, pointing out that he is already in competition with several rival companies. —S.J.

A pedicab driver crosses the street in New York City.



to be at least 1.5 meters wide, so a road has to be wide enough to be a good candidate.

Arlington County requires every new building or major renovation project to consider facilities for bikes in the site proposals. Elements such as bike parking, lockers and other amenities must be taken into account. These efforts have paid off. On a major commuter biking trail, where no cars are allowed, officials have counted about 2,000 cyclists a day. “We’ve got morning and rush hour peaks just like on the roads,” Goodman says.

On the West Coast, the city of Portland, capital of Oregon, is known for its bicycling culture and street-side innovations. Mayor Sam Adams’ goal is for 25 percent of trips in the city to be made by bicycle in 2030, up from 8 percent now. “Even if you never plan to set foot on a bicycle, you benefit tremendously. Fewer vehicles, less congestion, reduced pollution,” Adams said when he announced details of the plan in February 2010.

For instance, Portland was the first U.S. city to designate “bike boxes” on the roadways. These give bicyclists the first place in line at traffic stoplights. When the light turns green, they have a car-free intersection to travel through and to make turns. Car drivers must stay behind the bright green bike box markings,

and are fined if they don’t. Also, Portland has converted 100 car-parking spaces into more than 1,000 bicycle-parking spaces. The neighboring city of Hillsboro recently launched the equivalent of a parking garage for bikes—a futuristic “Bikestation” building that has similar brethren around the country.

Greg Raisman, a traffic safety specialist with the Portland Department of Transportation, emphasizes the need for cities to think of multiple solutions when trying to reduce car use. “There has been a concerted effort to build a real transportation network that brings people from point A to point B,” he says. “This takes a very diverse network; there are no silver bullets,” that is, no single solution for every situation. Portland’s solutions include residential streets with measures to “calm” traffic, such as speed bumps and extended curbs, dedicated bicycle space on major busy streets, and a regional trail system where cars are prohibited.

The diverse network Raisman refers to is generically called “bikeways,” defined as a path or road feature which makes bicyclists more comfortable either traveling with traffic or off road. Chicago, Illinois, another prominent biking city, has plans to increase its bikeway network from the current 500 kilometers to 800 kilometers by 2015.

Expanding the network

Earlier this year, U.S. Secretary of Transportation Ray LaHood made a ground-breaking announcement that policies favoring “motorized transportation at the expense of non-motorized” are at an end. New federal guidelines advocate for biking and walking paths to be equally protected (think snow removal) and for data collection on bike and pedestrian trips.

A nationwide bike highway—the U.S. States Bicycle Route System—is one idea being considered. In 1982, two interstate U.S. bicycle routes were established on the East Coast, but none since then. Transportation authorities in the states of California, Virginia, Florida and Georgia have been coordinating to make new interstate bike routes as much a reality as the Interstate Highway System and the railroad networks that helped America develop economically and socially.

While many projects are funded by states and cities, the federal government also has a role. Janesville, Wisconsin received federal economic stimulus funds to add 2.8 kilometers of paved bike and pedestrian trails in 2009. A Fredericksburg, Maryland trail received \$900,000 of federal air quality improvement funds in May 2010.

Small and medium towns such as these are also pursuing biking as a viable alternative to car trips. Take the example of Brunswick, a town of 5,000 people in western Maryland. It has the good fortune of being located next to a former canal site that follows the Potomac River. This canal has been transformed into a 507-kilometer park and path that is used daily by hundreds of bicyclists and hikers. Brunswick hopes to boost business by luring cyclists off the path with new signage—just like on the free-ways—directing travelers to the downtown area, and offering bike racks. “People will often ask me when I am walking down the street. ‘Where can we get something to eat?’ ” says Mayor Carroll Jones. The signs will point visitors to local restaurants and other destinations.

Polly Trottenberg (left), the U.S. assistant secretary for transportation policy, with other cyclists during the inauguration of the Bikeshare program in Washington, D.C. in September.

Tech help

Though a cross-country bike route would take years, cyclists can already use a new feature on Google Maps to find the easiest way to a store across town—or all the way to the Gulf of Mexico.

Technology was also the key in making Capital Bikeshare, the largest U.S. bike sharing system, a reality. Subscribers can scan a card to pick up a bike at 110 locations around Washington, D.C. and Virginia, ride it wherever they like, and drop it off at another location. Payments are made in time increments—and the first 30 minutes of each trip are free.

Roger Plamondon's Public Bike System Company supplies the bikes and created the system to make Bikeshare possible. He has set up similar systems in Minneapolis, Minnesota and in Montreal in Quebec, Canada, but the Washington operation enjoys some major innovations. This is the first to have the bike kiosks and reservations terminals run off solar power. The bicycles are special as well. "The parts aren't easily interchangeable with existing bikes, which sort of takes away some of the enthusiasm for theft," Plamondon says. Even the chain is protected so that "you can bike in your suit and not get grease on it."

At the event to launch Bikeshare in September 2010, Assistant Secretary Trottenberg announced that three U.S. government departments would be earmarking \$25,000 each on corporate memberships so that federal employees can use the system for free.

Road warriors

In New York City, bike commuting grew 35 percent between 2007 and 2008, and 26 percent between 2008 and 2009, according to the city's Department of Transportation. The national Bike to Work day is promoted every year on the third Friday in May by cities and environmental groups. They put on programs, create maps, set up refreshment stalls and other events to encourage those who are not biking to work to give it a try.

Tasha Eichenseher, environment editor and producer at National Geographic Digital Media, rides her bike to work nearly every day in Washington, D.C. For her, it's faster than a car,



bus or subway. "It is to the point now where I get really impatient waiting for the bus. Biking is on your own terms, no waiting around, you can keep moving and get where you're going faster," she says.

Still, there are downsides. Eichenseher has had quite a few collisions with doors being opened by people getting out of their parked cars. "Not all drivers here are aware of bikers. I've had my fair share of accidents, and avoid biking next to parked cars at the expense of riding in the middle of the lane," she says.

Wearing a helmet is essential for safety, and in some states it is illegal for minors to ride without one. In 2008, an Insurance Institute for Highway Safety report found that nine of every 10 cycling deaths involved a rider who was not wearing a helmet. That's why the Washington Area Bicyclist Association goes into elementary schools to preach the message of safety. They also run courses for adult riders on how to safely ride in the city and manage traffic—skills that many people who may have been cycling for years need to learn.

The association's event manager Chantal Buchser points out that though motorists are sometimes unfairly critical of bicyclists, they often have just reasons for their anger. Bikers frequently run stop lights and red lights, which creates danger for every road user. "It's just thinking you can do whatever you want and getting away with it," she says. "What we try to teach is 'drive your bike.' If you want the same space of a car, then follow the same rules."

The association also reaches out to provide classes for the many adults who have never learned to ride a bike. In a small parking lot on the National Mall just south of the White House, one can often hear shouts of joy as 30- and 40-year-olds start successfully pedaling for the first time. At a beginners' class in September, a young woman who had been struggling for hours to stay upright finally found the stability she needed. Zipping down the pavement, her jacket flying behind her, for a moment she looked like a superhero. And she sounded like one, too. "I'm flying! I'm flying!" she shouted.



Sebastian John is an Indian journalist living in Washington, D.C.

For more information:

Capital Bikeshare

<http://www.capitalbikeshare.com/>

League of American Bicyclists

<http://www.bikeleague.org/>

Washington Area Bicyclists Association

<http://www.waba.org/>

TOP STORIES



Mission Admission

Chasing the dream of an American university education.

Shriyati K. Mishra, Denise Williams, Pratiksha Mishra, Office of International Education

Other Stories



Harper Lee's Novel Achievement

To spend an hour in Monroeville, Alabama, is to know why Harper Lee, the author of "To Kill A Mockingbird," ranks as one of the crankiest writers on the planet. Strongly inclined to put ...

Games Journeyman

Finding out who is fastest, strongest, highest, farthest and most accurate is the bottom line in sports events such as the Commonwealth Games.



Creating Rooms to Read

Hema Bisht, who lives in a village near Nainital in Uttarakhand, had to give up school after finishing the 10th grade. Her family could not afford the fees, and with five children ...

Dispelling Myths, Building Bonds

Indian exchange students develop greater skills, knowledge and understanding about American culture while learning something about themselves...

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A Road Runner's U.S. Odyssey

Dilip D'Souza, like Wordsworth, has turned on their heads the cliched sayings about how we travel to learn about other peoples and places. We do, no doubt. Yet D'Souza, in "Roadrunner: An Indian Quest in America," shows that the intelligent, open-eyed and open-eared traveler gains even greater ... [Read More](#)

Identity

Anthology of contemporary South Asian American poetry is not just about nation and Bollywood. The 49 radically different voices also speak about a cheerleader, basketball and ... [Read More](#)



Thinking Outside the Box

Samuel Micklus, program director of Odyssey of the Mind, a problem-solving competition for students from kindergarten through college, answered questions on encouraging creativity in children during a U.S. Embassy-sponsored Web chat in India recently. [Read More](#)

Reach of American Universities

Working with countries that want access to the unique qualities of American universities for their citizens. They are trying overseas branches, franchise campuses, diplomas, faculty and ... [Read More](#)



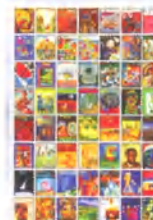
QUIZ

Which two future U.S. presidents signed the U.S. Constitution?

- ☐ James Monroe and Thomas Jefferson
- ☐ Abraham Lincoln and Andrew Jackson
- ☐ George Washington and James Madison

TOP 10 MOST READ ARTICLES

1. Lending a Helping Hand
2. Mission Admission
3. The Student Journalist
4. Dispelling Myths, Building Bonds
5. Applying to a U.S. College
6. Twilight Tourism
7. Expanding the Reach of American Universities
8. Be Yourself
9. The Fabindia Story
10. Thinking Outside the Box



SPAN Turns

For 50 years, Indian homes, colleges, universities, offices and libraries have welcomed SPAN as a bridge of mutual understanding, appreciation and respect between the United States and India. And this year, we redesigned our Web site, first launched in 2005, at <http://span.state.gov> so that we could celebrate our 50th anniversary with even more readers.

A landmark in the history of SPAN was the launching of Hindi and Urdu editions in 2003, and then their Web site versions in 2006. These editions carry articles originally written for them, as well as content from English SPAN.

Since the first issue, in November 1960, a team of Americans and Indians in New Delhi has composed and designed SPAN, and the magazine has been printed in India and distributed to all corners of the country. At a time when there was a shortage of first-rate magazines in India, SPAN made a mark with its generous use of color photographs, artwork and unique articles. These are still SPAN's trademarks.

The magazine has changed in size, price, number of pages and frequency of issue over the years. Today, articles are shorter, the design is modern, and the magazine is issued six times per year. But it has always been published on high-quality paper, with particular attention to eye-catching and relevant covers. Through the years, advertising, cartoons, letters to the editor and breaking news sections have come and gone, and sometimes come again. Recent additions include the SPAN reader survey and quiz, and since 2003 an annual calendar. Some memorable special features include: the perforated page with a framable portrait of John F. Kennedy in the December 1960 issue; the holographic eagle on the cover of the January 1985 issue, the scent of apple pie embedded into the pages of the November/December 2006 issue and SPAN's first original crossword puzzle in the January/February 2010 issue.

In 1960 and today, SPAN has aimed to convey American culture, values, lifestyle, politics, business, geography and history while celebrating connections between Americans and Indians in all these areas. In the early years, features such as "India in America" provided snippets of Americans and Indians visiting each other's country. Now, SPAN readers will find extensive coverage of Americans of Indian heritage involved in a range of fields. This echoes the expansion of contacts and cooperation between our two countries that makes the Indian and American relationship a natural, modern and indispensable partnership of the 21st century, and SPAN has been here to record the development.

"This magazine is offered as a span from America to India... from man to man, reaching across seas and centuries, reaching from old histories and new beginnings into the horizons of tomorrow... a span of words and images to link our common hopes, our common pleasures and delights, our common goals and values," wrote Edward E. Post, SPAN's first editor, in the first issue. Fifty years later, his words remain apt.

The Tale of Two Democracies

By LAURINDA KEYS LONG and
DEEPANJALI KAKATI

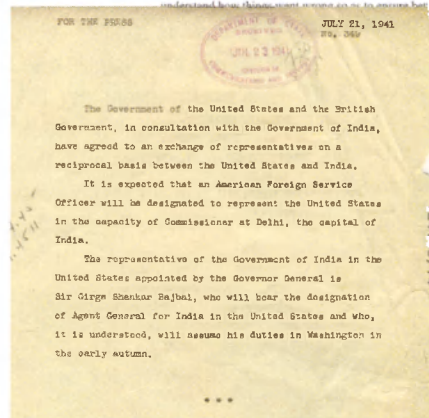


U.S.-India Relations

The United States was the first country to officially recognize the independent Government of India in 1947. Although Americans and Indians have remained friendly, collaborative and shared important values, different approaches to geopolitical issues have led to icy relations at times, even as both sides kept seeking common ground. This delicate dance of diplomacy is reflected in SPAN's gingerly worded headlines over the years. Examples are: "Indian-American Relations: A Progress Report" from 1969, "A New Voyage of Discovery" in 1985, "Forging a Stronger Partnership" in 1994, "Steps Forward" in 2006 and "Indispensable Partners" in 2010. The first state visits between American and Indian leaders—Prime Minister Jawaharlal Nehru's meeting with President Harry S. Truman in Washington, D.C. in 1949 and the hosting of President Dwight D. Eisenhower in India a decade later—occurred before SPAN began publishing. But the magazine has recorded them and every important encounter between Americans and Indians since then.

and the best answer to the threats perceived by the West. And such broad divergences of outlook and priority were soon compounded by a real clash of national interests, with the United States' decision in 1954 to enter into a military pact with a Pakistan already engaged in hostilities with India.

Have the effects of the old coincidences entirely disappeared? While celebrating our new relationship, we should remember the past, not as prologue, not to attempt post-mortems, nor to dwell on historical controversies, but simply to understand how things went so far as to arrive here.



Truman Telegram

On this memorable occasion, I extend to you, to Prime Minister Jawaharlal Nehru, and to the people of the Dominion of India the sincere best wishes of the Government and the people of the United States of America. We welcome India's new and enhanced status in the world community of sovereign independent nations, assure the new Dominion of our continued friendship and good will, and reaffirm our confidence that India, dedicated to the cause of peace and to the advancement of all people, will take its place at the forefront of the nations of the world in the struggle to fashion a world society founded in mutual trust and respect. India faces many grave problems, but its resources are vast, and I am confident that its people and leadership are equal to the tasks ahead. In the years to come the people of this great new nation will find the United States a constant friend. I earnestly hope that our friendship will in the future, as in the past, continue to be expressed in close and fruitful cooperation in international undertakings and in cordiality in our relations one with the other.

President Harry S. Truman
and Prime Minister
Jawaharlal Nehru in 1949

Telegram from President Harry S. Truman to Lord Louis Mountbatten, August 14, 1947



1959
Martin Luther King, Jr. and wife Coretta Scott King lay a wreath at Raj Ghat during a visit to India.

1955
Helen Keller with a guest during her visit to Kolkata.

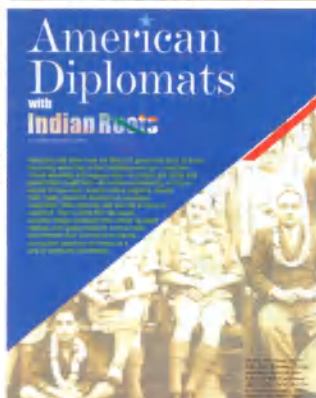


South Asians in Colonial America

From the very beginning, they sought freedom.

The first South Asians may have been brought to Virginia within a generation of the arrival of European settlers—as early as 1624.

TAKING STOCK OF INDO-U.S. RELATIONS



Education

Almost every issue of SPAN carries an education-related article, reflecting the common desire that Indians and Americans share to expand their minds and teach their children. SPAN regularly features Fulbright-Nehru scholars and educators both Indian and American, on their studies and travels in each other's country. SPAN also highlights collaborations such as the American role in development of India's space and computer research industry, the joint efforts to teach children to speak English under the Access and YES programs, and possibilities for the future, such as distance classrooms or satellite campuses. With more than 103,000 Indians studying in the United States, articles about American universities and colleges are among SPAN's most popular.

Almost every issue of SPAN featured an article, reflecting the ways Indians and Americans share to teach their children. SPAN highlighted Nehru scholars and educators, and, on their studies and travels in India. SPAN also highlights collaborations, such as the role in development of India's IITs, the IT industry, the joint efforts to teach English under the Access and YES programs, and initiatives for the future, such as digital campuses. With more than 100 articles published in the United States, articles from Indian universities and colleges are among

Business

Indians and Americans share a zest for innovation and doing business. According to the latest figures, U.S.-India trade exceeds \$37 billion per year. One of the biggest success stories of U.S.-India relations over the past 50 years has been the growth of investment, financial partnerships, research and development, entrepreneurship, sharing of technology and other business to business and person to person encounters. Both nations have benefited. The pages of SPAN have reflected the steps taken, from exhibits in trade fairs in the 1960s, to Indian companies on the U.S. stock exchange, to American cars being built in India, joint development of products, sharing of expertise and the value placed on corporate social responsibility by American investors with factories and offices in India.

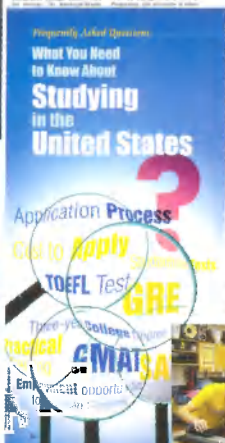
Business Indians and Americans share a zest for innovation and doing business. According to the latest figures, U.S.-India trade exceeds \$37 billion per year. One of the biggest success stories of U.S.-India relations over the past 50 years has been the growth of investment, financial partnerships, research and development, entrepreneurship, sharing of technology and other business to business and person to person encounters. Both nations have benefited. The pages of SPAN have reflected the steps taken, from exhibits in trade fairs in the 1960s, to Indian companies on the U.S. stock exchange, to American cars being built in India, joint development of products, sharing of expertise and the value placed on corporate social responsibility by American investors with factories and offices in India.



Using Technology to Train Teachers and Inspire Children

WHO BENEFITS THE MOST?

WHO BENEFITS THE MOST?



Teaching and Learning English is Fun

Their goal was to make important words in English more familiar to the "new" English speakers, says Raymond Taggart, executive director of the Center for Language Acquisition in Italy's University of Padua. "We were trying to make the words more accessible to the students, to make them feel more comfortable with the language," he says.

Unsurprisingly, the effort is working. The students' English is improving, and the English speakers are learning a lot about Italian. The students are now able to understand the English speakers' accents, and the English speakers are learning a lot about Italian. The students are now able to understand the English speakers' accents, and the English speakers are learning a lot about Italian.



India's consumer goods recently had what has been described as their biggest showing abroad at Bloomingdale's 11 stores in New York and Washington. The well-known U.S. department store chain had been carrying Indian products for more than a decade, with sales running at about \$1 million, but decided to expand the market this spring with an \$8 million import and a six-week promotion buyers in more than 100 buying trips to India. The goods... miniature paintings, traditional puppets and toys, wickerwork, durries and rugs, giftware, leatherware and, of course, a massive range of textiles brought the sensations of a mini-India to Americans. Designers Kenzo, Donna Karan, Willie Smith and others of their reputation helped shape Indian textiles into ready-to-wear garments for America's



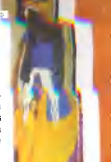
Pepsi's Partnership with Farmers

But because for its two years, PepsiCo's engineering contribution to Indian agriculture greatly decreasing farmers' productivity in terms of growing India for vegetable through export to



Wall Street

www.elsevier.com/locate/bsc



Ford in
the South
1950-1960

1. *What is the main purpose of the study?*
 2. *What are the research objectives?*
 3. *What is the research methodology?*
 4. *What are the results of the study?*
 5. *What are the conclusions of the study?*



The United States, which buys a large variety and quantity of Indian goods, offers immense prospects for future growth in trade between the two nations. 'The American market,' says the author in the article which begins overleaf, 'is big, open, lucrative and growing.'

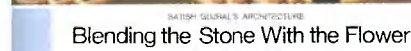


Darling University, which controls the 100-acre campus of Little Creek before a suburban expanse of forest, housing 1,600 students, says rose hips and yellow pines are used as fragrant accents, but the pines are planted in perfect file, flanked on the shade of mountain pines (not across the area).



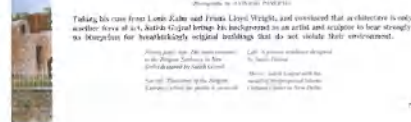
Jeffrey Garten (left), who was director of affairs in the U.S. State Department on international economic affairs during previous terms in the world economy and today U.S. financial relations with U.S. International Association of Finance of the University.

ART America's story is told through art—painting, sculpture, architecture and song—and not only by American artists. One of SPAN's most famous covers is the January 1975 issue featuring a painting commissioned from M.F. Husain. It depicts George Washington during the American Revolution against Britain, from an Indian perspective, complete with an image of Arjun in a chariot. The picture conveys a thousand words of theory on the feelings of Americans who battled their own "family" and cultural motherland in fighting for independence and democracy. Americans support cultural preservation in South Asia and other places, too, according to the beautiful photos and text of the January/February 2008 issue.



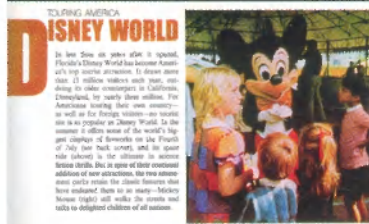
Blending the Stone With the Flower

Taking his cue from Louis Kahn and Frank Lloyd Wright, and convinced that architecture is only another form of art, Satish Gujral brings his background as an artist and sculptor to bear strongly as blueprint for beautifully original buildings that do not violate their environment.



Entertainment

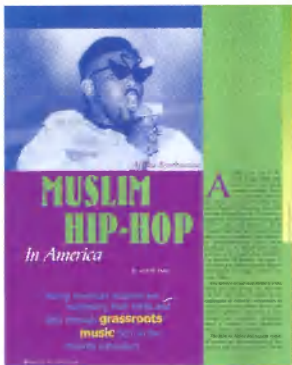
The strands that connect American and Indian entertainment are easily illustrated by the heartwarming story of the making of Satyajit Ray's "Pathar Panchali." Rough-and-ready Hollywood director John Huston was in India making "The Man Who Would Be King" when he sought out Ray and caught scenes from the film, which was stalled for lack of funds. Back home, Huston advocated for the young Indian director, resulting in enough financial support from the Museum of Modern Art in New York, along with Ray's funding from the West Bengal government, to complete the film. It debuted at the museum in New York and Ray's worldwide accolades began. Such links are evident in the many articles SPAN has printed about Hollywood-Bollywood film collaborations, cross influences of bhangra and hip-hop, Indians' appreciation of blues and jazz, Americans' growing familiarity with the sitar and ragas, the staging of an American-written opera about the "Mahabharata" in New York, and an international cast portraying the original work in theaters across the United States. Enjoyment of music, dance and drama are part of a universal language spoken fluently by Indians and Americans.



Ravi Shankar Welcomes Ravi Coltrane

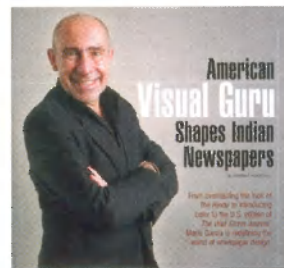


Sabu (right) became a big star in the 1950s, but his career was cut short by a violent crime. He was later the first Indian actor to be named in Hollywood. His breakthrough came in the film 'The Elephant Boy'.

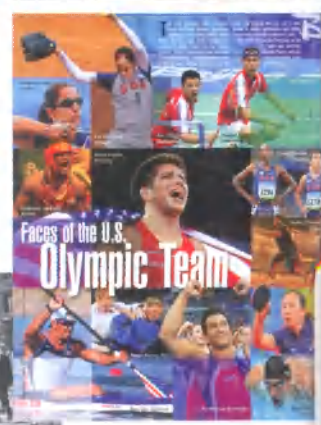


Lifestyle

Those fashions featured in SPAN in the 1970s seem to have come back in style. The hairdos, too. There is a lot that is traditional about America's lifestyle, including a love of sports, food and fun. Yet, as SPAN's pages have illustrated over the past half-century, the United States is "A Nation of Nations," drawing cultural influences from around the world, and sharing it right back. Thus, articles on American fast-food in India and how Indian food in America has gone "Beyond Tikka Masala" have appeared in SPAN's pages. "American Visual Guru Shapes Indian Newspapers" in 2008 featured Mario Garcia, who has created or changed the look of 11 major Indian publications. "Faces of the U.S. Olympic Team" in 2008 included Indian American Raj Bhavsar, who won the men's team bronze in artistic gymnastics at the Beijing Olympics.



The American cuisine, composed of contributions from many countries, has the addition of Indian curry. Today Indian restaurants, women's magazines, cookbooks published in America are rapidly spreading an appreciation of the world of 'curry' design.



Literature

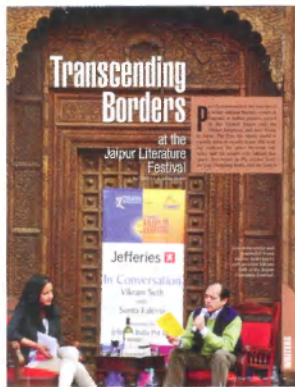
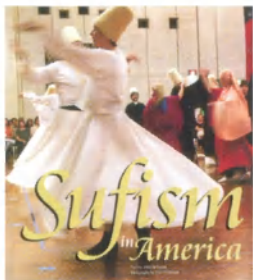
The "ripple effect" mentioned in the title of SPAN's March/April 2005 article on Henry David Thoreau is an apt phrase for the cross current of influences between American and Indian literature. That ebb and flow was celebrated in one of SPAN's earliest editions, January 1961, with the story of Rabindranath Tagore's influence on American thought and letters. Original poems and fiction were regularly featured in SPAN's early years. At the same time, American literature, from the western novel to science fiction and comedy, have been explored and examined in essays, along with profiles of 200 years of American writers, from Edgar Allan Poe to Norman Mailer and Maya Angelou. The November 1966 issue, with a cover painting by Mario Miranda, told the story of Mark Twain's journey to more than a dozen Indian cities in 1896, leaving a trail of laughter in his wake.



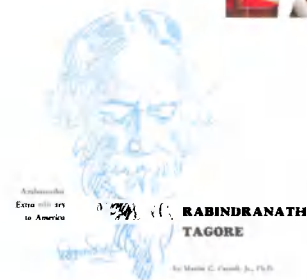
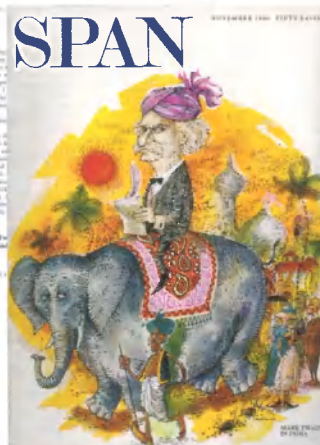
Walden's Ripple Effect



The hundred fifty year after its publication, Henry David Thoreau's meditation remains the ultimate of daily life.



Shir MARK TWAIN



Social Development

SPAN printed "The People Against Polio" in 1964, recounting results from the Salk polio vaccine and how the crippling childhood disease was wiped out in America. Since then, hundreds of millions of Indian children have been inoculated and today they receive easy-to-use droplet vaccines, forcing down the rate of contagion. Ordinary Indian mothers and fathers are fighting the battle, hand-in-hand with groups such as the U.S. Agency for International Development and volunteers from India and the United States. Similar coalitions spread awareness about how to prevent AIDS and breast cancer, how to enable the disabled, to educate the poor, to provide homes to abandoned children, to rehabilitate disaster-struck villages and empower women to help feed their families. Together, Indians and Americans are moving forward.



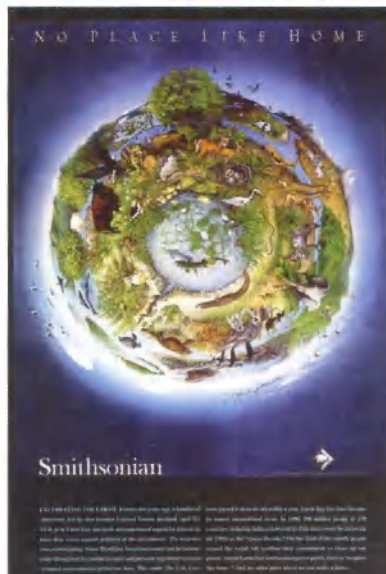
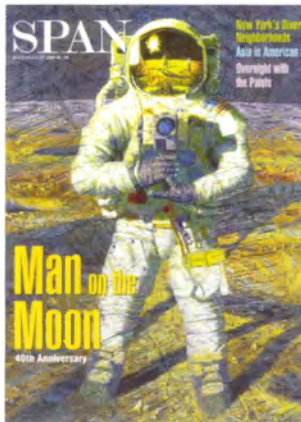
Clinic on wheels



Science

"Human beings can survive on the Earth only so long as this environment is fit to support them. What is designed for the use of man must therefore fit into the design of the environment." These words of American biologist Barry Commoner appeared in the May 1971 issue of SPAN when concerns about the environment were just beginning to develop into the global movement we see today. The complicated, sometimes contradictory facts and theories about how humans can use and preserve our habitat have formed an important discussion in the pages of SPAN for half a century. From its first issue, SPAN has explored the mysteries and discoveries of science and recorded the story of American and Indian scientists working together:

to increase crop yields, uncover the hidden building blocks of matter and find water on the moon. Among SPAN's most unforgettable editions are those that explored extraterrestrial events, such as the 1969 moon landing, and the 1998 cover story on Kalpana Chawla, the first Indian American astronaut.



Indian Americans

From politicians, CEOs, artists and writers to teenager Anjali Bhatia, who won an award for citizen diplomacy, articles about Indian Americans are among the most popular in SPAN. There were unusual achievers, too. Beneka Bali, profiled in the May/June 2001 issue, made history by becoming the first Indian woman to attend the West Point Military Academy and begin a career as an officer in the U.S. Army. Besides individuals, the magazine has also written about the lives of the Indian American community. Edison, a town in New Jersey that could easily be mistaken for an Indian municipality with its indoor cricket, *paan* shops, *dosa* and *biryani* stalls, was featured in the January/February 2008 issue. "Marriage: Indian American Style" recounted the exciting and at times hilarious tales of American and Indian couples who have tied the knot and whose day-to-day lives are now based in two cultures.

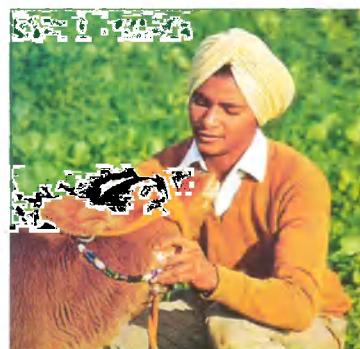


Wildlife

In the March/April 2006 issue, SPAN printed an article about 13 Indian wildlife experts who toured the forests of Virginia, the waterways of Florida and the mountains of Colorado while bonding with their new American friends. The article was one of many that have documented, through the years, how Indians and Americans have worked together to conserve wildlife and study the natural world. The April 1976 issue carried a cover story on bird watching in America and India and included a profile of ornithologist Salim Ali, who had recently completed a monumental work on the birds of the subcontinent, with the assistance of the Smithsonian Institution. "Conservation, Not Exploitation" (February 1970), "Return of the Tiger" (June 1988) and "Defending Wildlife" (May/June 1999) told the story of the efforts to save India's national animal.

Agriculture

Cooperation between Indians and Americans in agriculture has been a continuing bond, as seen from the pages of SPAN, right from the September 1964 issue with an article about a team of 10 Americans who visited India in 1841 to suggest ways to improve the quality of Indian cotton. One of SPAN's early issues also featured a profile of American Sam Higginbottom, a pioneer of Indian agriculture. From improving agricultural education to increasing food production, SPAN has chronicled the ways Americans and Indians have worked together through the decades. The initiatives continue today, with a new variety of flood-tolerant rice developed by three American agricultural scientists, which has given new hope to farmers in India, where several million tons of rice are lost to flooding every year.

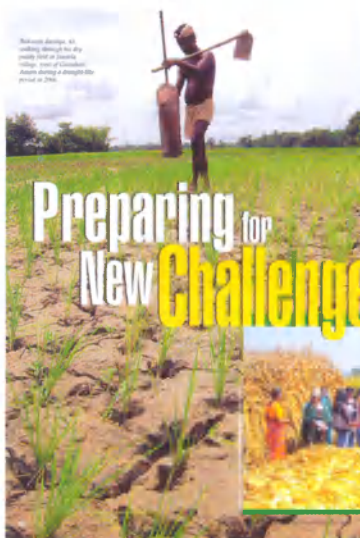


Sam Higginbottom
PIONEER OF INDIAN AGRICULTURE

By Indira K. Bose

'We Want to Help the Farmer'

These are the words of Dr. M.B. Ramesh, vice-chancellor of Punjab Agricultural University in Ludhiana, which has been an ally for Indian agriculture as any other single institution in the country. Recently, a SPAN writer and photographer visited PAU to report on what the institution is doing today—in laboratory research, and in extension work with thousands of Punjab farmers like the one above.



Preparing for New Challenge

THE FARM IN INDIA Communication Brings Change



Flood Tolerant Rice

Beginning of another great revolution?



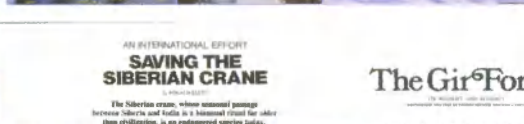
1 Bird in the Bush Is Worth Two in the Hand

With the drought over, birds migrate to the U.S. Southwest from their winter homes. They often do so in the same old places. It's hard on the birds to watch over in the bush.



Indian Wildlife Experts' American Encounters

Over the years, 13 Indian wildlife experts have visited the United States to learn about wildlife conservation. They have met with American wildlife experts and have seen the American way of life. They have also seen the American way of life.



AN INTERNATIONAL EFFORT SAVING THE SIBERIAN CRANE

The Siberian crane, whose seasonal passage between Siberia and India is a seasonal ritual for other birds, is an endangered species today.

The Gir Forest

The Gir Forest is a national park in Gujarat, India. It is home to the last wild population of Asiatic lions.

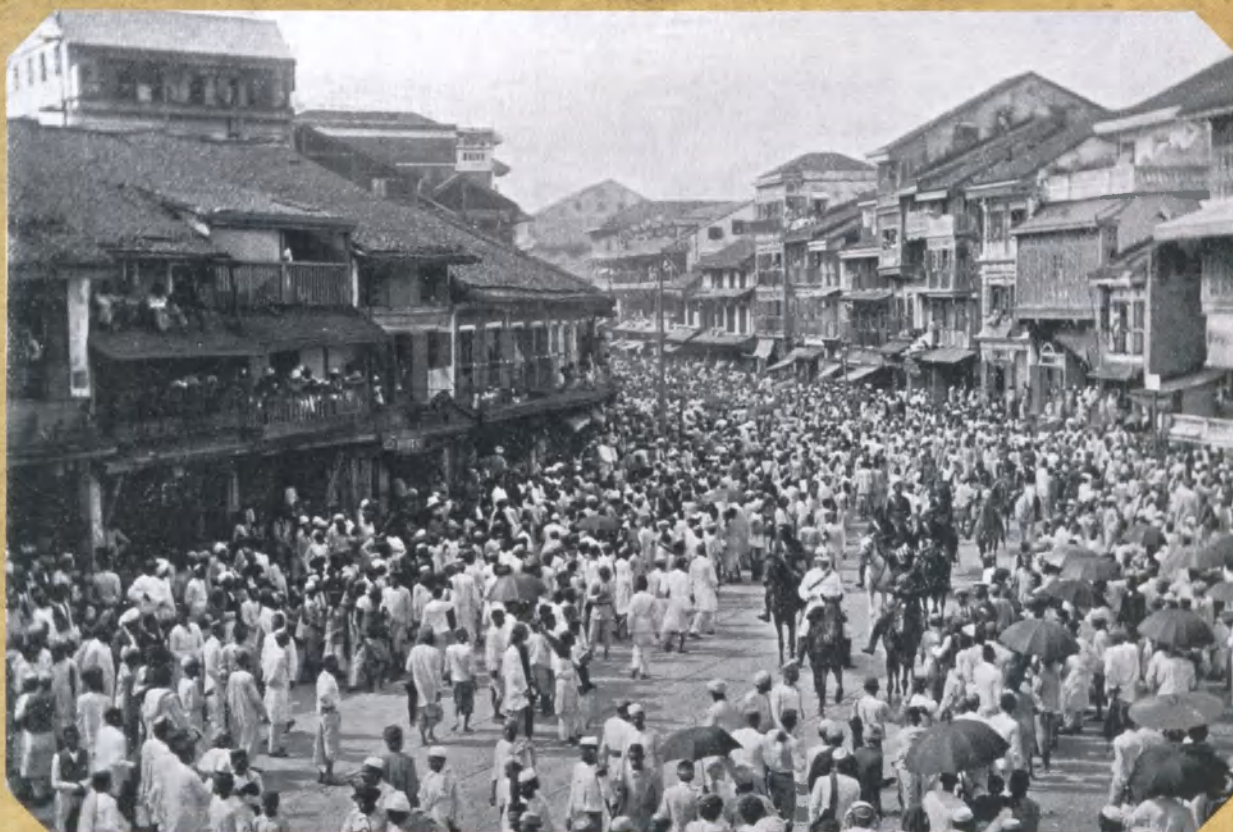


AGRICULTURE

The Very Picture of Long-Ago India, Now Online

By JEFF BARON

Photographs courtesy India Illustrated collection, Digital Library,
University of Houston Libraries. <http://digital.lib.uh.edu>



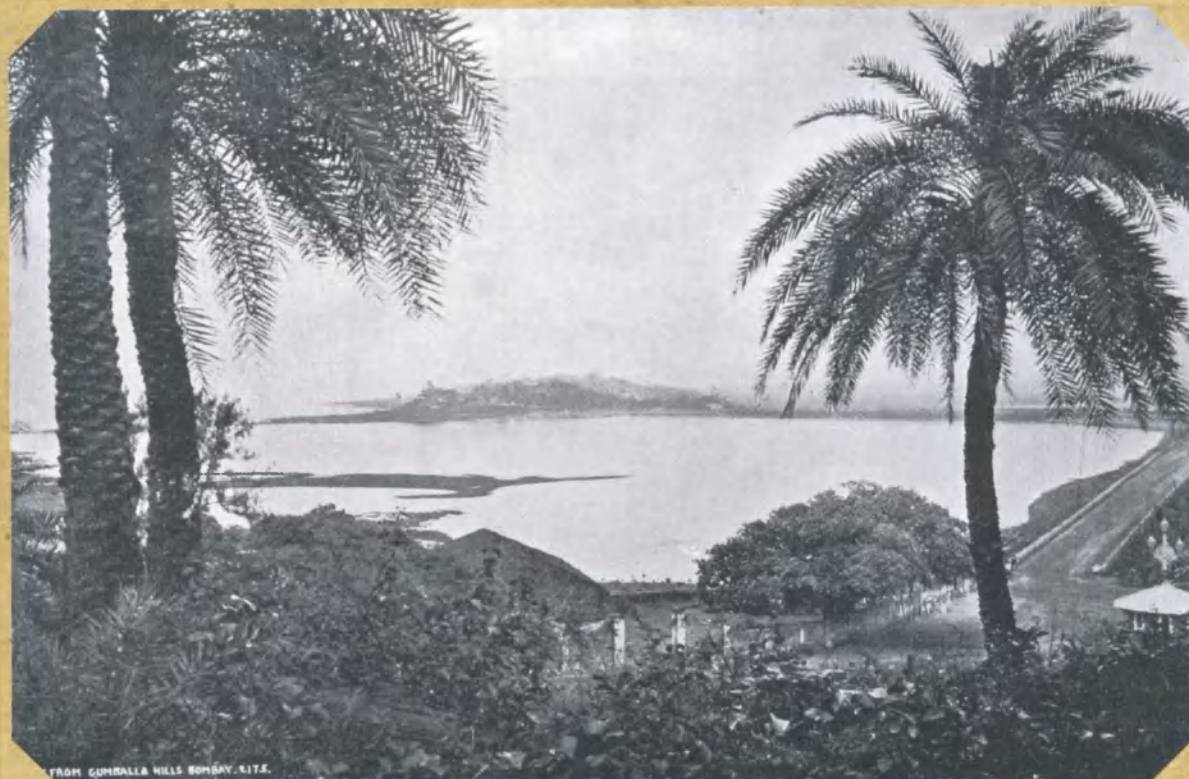
*A Muharram
procession in
what was then
called the Native
Quarter of
Bombay.*

A Texas university
digitizes photographs
depicting life in
India more than
a century ago.

A rare, century-old book of photos that depict early 20th-century life in what are now India, Pakistan and Bangladesh has begun a new life online, thanks to efforts by a U.S. university.

"India Illustrated," published about 1905 in the Indian city then known as Bombay, now Mumbai, was designed as a keepsake book for British residents from the time of the British Raj. It includes very little text,

Right: The view from Bombay's Cumballa Hill.



FROM CUMBALLA HILLS BOMBAY. R.T.S.

Left: A view of Bombay from the Rajabai Tower.



Below: The headquarters of the Bombay, Baroda & Central India Railway in Bombay. The building was partially destroyed by fire in 1906.



just a title page, a preface and brief caption information for each of the 215 photographs inside, taken by anonymous photographers, as the words and pictures tell a story of pre-independence India.

The University of Houston in Texas has an original copy of the book in its special collections, one of only four known to exist. But the book was deteriorating. The slick pages are difficult to preserve, and the binding was coming off, says Michelle Reilly, digital projects program director at the university library.

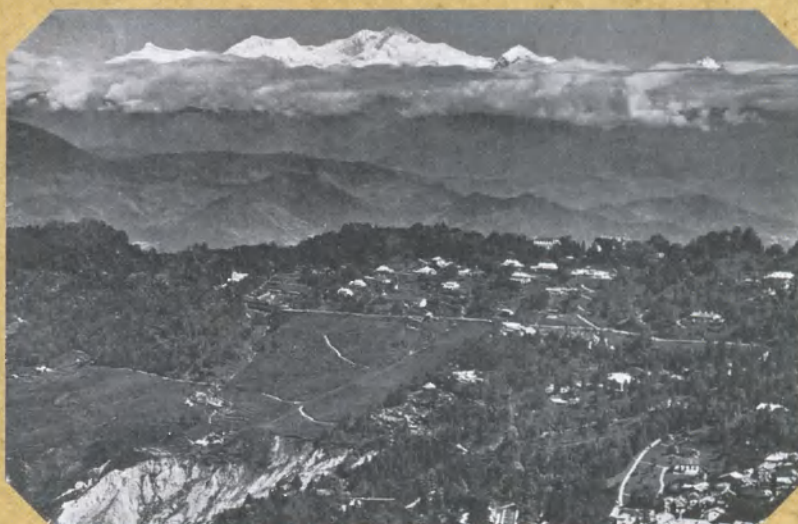
The library added "India Illustrated" to its digital collection over the summer of 2010 as a way to preserve the rare book and share it more widely. The library has put high-resolution images online for the use of anyone with Internet access, anywhere in the world, and saved the paper copy of the book for researchers who for one reason or another need access to it.

"The images reflect a more British look to them," Reilly says. "I felt, when I took a look at this book, that just for the social history...it is outstanding."

The book's full title is "India Illustrated: Being a Collection of Pictures of the Cities of Bombay, Calcutta and Madras, Together With a Selection of the Most Interesting

Right: A view of the hill town of Darjeeling from Jalapahar.

Below: A portion of the business part of Madras, within the old city limits.



Buildings and Scenes Throughout India.” Some of the landmarks photographed were those more familiar to the country’s British ruling class than the Indian populace. Golf and country clubs abound, as do

Anglican churches of solid English and Scottish design. The caption for a view of the bay from pastoral Cumballa Hill, now one of Mumbai’s most elegant neighborhoods, notes that the causeway visible on one side, part of the Hornby Vellard, which connected the seven islands of Bombay, is “a favourite Sunday evening drive.”

The book also includes street and country scenes of ordinary life: tinsmiths displaying their wares on the ground, farmers plowing with their oxen, tribesmen in traditional garb, fishermen and washermen

at work and a pyre prepared for a Hindu funeral.

The images of Bombay, the most-photographed locale in the book, are of a bustling city of nearly one million people, a far cry from the booming modern Mumbai of 14 million. The Madras in the photographs has become Chennai, about 10 times as big with nearly 5 million residents. In both cities, many Victorian-era landmarks shown in the photographs remain, though their surroundings have changed radically.

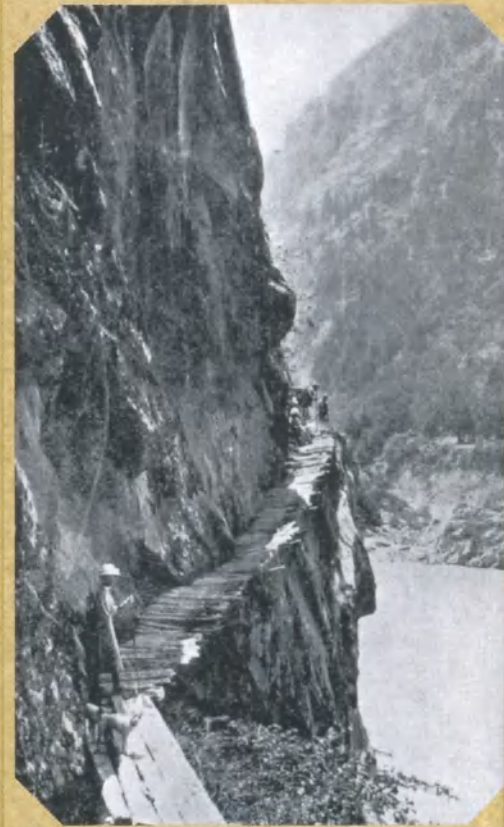
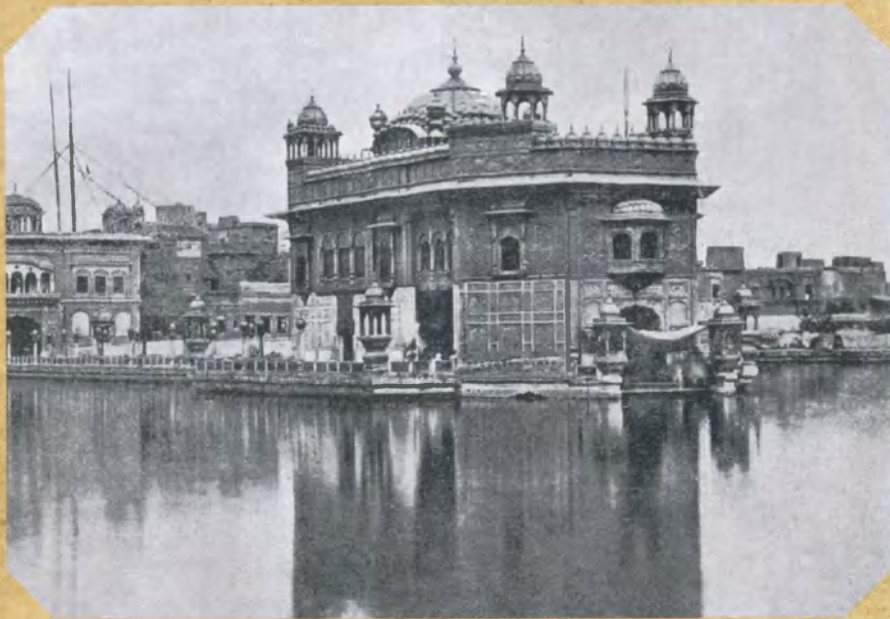
For more information:

“India Illustrated”

<http://digital.lib.uh.edu/cdm4/browse.php?CISOROOT=/p15195coll29>

Renu Khator

<http://www.uh.edu/president/>



Left above: The Golden Temple in Amritsar.

Left: Naga tribesmen in their full war-paint.

Above: A road made of loose planks laid on iron bars driven into the rock above the Chandra Bagha River in Pangi, a province of the Native State of Chamba.

The book also suggests, by implication, that one image of India was already universally known by 1905: the Taj Mahal. Instead of the widely reproduced, straight-ahead, symmetrical picture of the Taj, the photo in “India Illustrated” shows what it calls “An Unconventional View of the Taj,” at an extreme angle and partly obscured.

Reilly says some of her favorite photos show the region’s natural beauty—or a carefully groomed version of it, as at the elegant Karachi Gardens.

“India Illustrated” already has gotten attention online in India, Reilly says, and Indian visitors to the library Web site typically spend time calling up more than 20 photos apiece.

Reilly says the images bear close examination. One thing she noticed: The British who appear in the photos invariably wore elaborate layers of clothes despite the hot climate and lack of air conditioning, while other residents wore suitably simple, loose clothing.

“You can get a lot out of an image if you

really take the time to look at it,” she says.

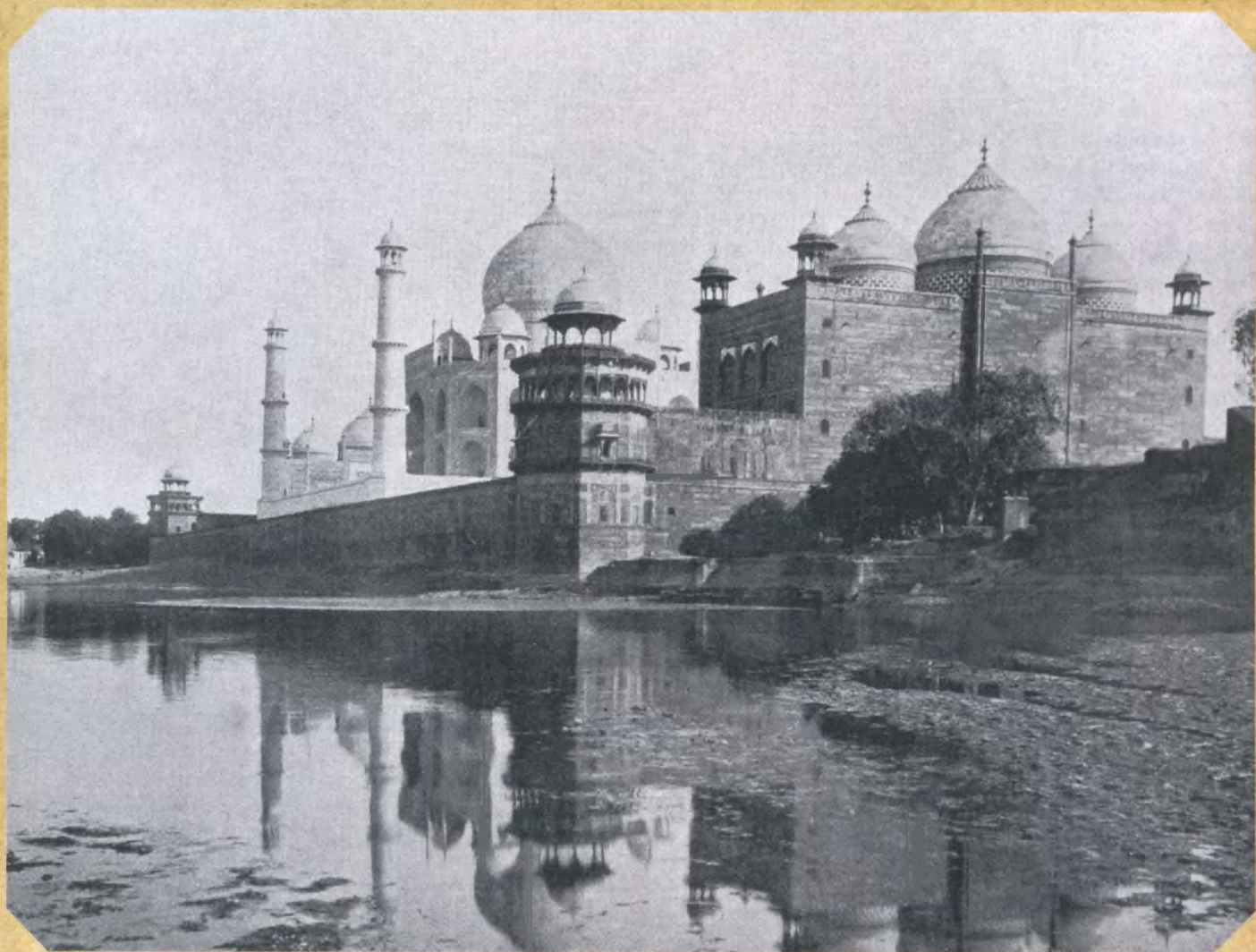
The University of Houston, located in the fourth-largest city in the United States, is led by Renu Khator, who holds the distinction of being the first Indian immigrant in charge of a comprehensive research university in the United States, according to the university’s Web site. Khator is the president of the university and chancellor of the University of Houston system.



Jeff Baron is a staff writer with *America.gov*.

*Right: Washermen
at work at Saidape
in Madras.*

*Below: An unconventional
view of the Taj Mahal.*



Turning Onion Juice Into

By STEVE FOX

A California company wins awards, saves money and cuts greenhouse gas emissions by turning agricultural waste into energy.

Think about innovative California companies and what probably comes to mind are Google in search engines, Oracle in business software, Intel in silicon chips, and Hewlett-Packard in printers and computers. Certainly not Gills Onions.

Think again. This family-owned processor of onions in the coastal town of Oxnard, about 95 kilometers north of Los Angeles, is making electricity from onion juice—and saving itself more than \$1 million a year in the process. By installing what the lead engineer on the groundbreaking project calls “a big stomach” at its plant, Gills is turning agricultural waste into energy and winning praise from engineers and environmentalists alike.

As one of the largest processors of raw onions in the United States, Gills slices up some 362,800 kilograms of the pungent vegetable every day for a wide variety of customers, including supermarket chains, restaurants and fast-food companies such as McDonald’s. About 40 percent of the onion is lost in the process, leaving Steve and David Gill, the brothers who own the company, with a challenge that might bring some to tears.

“I had to solve the problem of our onion waste,” Steve Gill says in a SPAN interview. “It was very expensive to haul away and we were spreading so much of it on the fields that it was beginning to affect the crops we were growing. I had to find another way.”

The solution didn’t happen overnight, but the Gills, who started their company

in 1983 with 16 people and now employ 400, learned patience on a family farm in California’s fertile Central Valley where they grew tomatoes and peppers.

“It took me 12 years to figure it out,” Gill says. “The technology wasn’t available to handle waste like this when I started looking into it, and I had to do all the research and development myself. But I

was persistent. Then the permitting process took quite a while, and financing was difficult, too. The technology is ahead of what everybody is used to, so that slows everything down a lot.”

What became the company’s Advanced Energy Recovery System ultimately cost \$10.8 million, with Gills Onions receiving assistance in the form of \$1.8 million in



Above: Juice extracted from onion waste at Gills Onions is filtered and then piped into a digester where it ferments and produces methane biogas. This is then burned to produce electricity.



Left: Peeled onions at the plant.

Electricity



Photographs courtesy Gills Onions

Above: A worker at Gills Onions displays the crop.

For more information:

Gills Onions

<http://www.gillsonions.com/>

UTS Bioenergy

www.uts-biogas.com

investment tax credits from the federal government and \$2.7 million from Sempra Energy as part of the utility's renewable energy Self Generation Incentive Program. Gills now gets about 80 per cent of its power from onion juice and expects to recover its investment in six years while removing more than 90,700 kilograms of onion peelings from the plant's waste stream every day. The company also eliminated a significant amount of greenhouse gas emissions associated with the thousands of truck trips formerly needed to haul the waste away.

To put the innovative project together, Gills brought in Bill Deaton of Utah-based Deaton & Associates. An independent consultant with a background in chemical engineering and 25 years of food industry experience, Deaton took Gills into the finer points of waste-to-energy conversion and assembled a team to turn concept into reality.

"It was a great project to manage because we had a lot of sharp people who were all eager to do things, and that was critical because we had to create our own resources as we went along," Deaton says. "Nobody had really done a project like this before, and nobody was working with onions."

Deaton's team included engineers from HDR, Inc., an Omaha, Nebraska-based architecture, engineering and consulting firm that has done projects in all 50 American states and 60 countries. Among HDR's many unique projects are a solar power system for Alcatraz Island, the infamous former prison in the middle of San Francisco Bay that is now a U.S. national park; and design and construction support on the Hoover Dam Bypass, which took car traffic off the mammoth dam and onto what is now one of the longest concrete arch bridges in North America.

The HDR contingent was led by Juan Josse, who is now vice president of engineering at UTS BioEnergy in Irvine, California.

"We had to develop the technology to extract the onion juice and we had to develop a way to digest the onion juice, which no one had done before," Josse tells SPAN. "Then one of the biggest challenges was how to put together all the different technologies involved. We couldn't get anyone to commit to do the whole

thing and give us a package, so we decided to put together the best equipment we could find and we did that successfully."

The energy recovery system essentially involves piping the 113,500 liters of onion juice Gills winds up with each day into what's known as a high-rate upflow anaerobic sludge blanket reactor or, as Deaton puts it, "a big stomach." Spurred by bacteria purchased from a beer brewery, the onion juice ferments inside the 548,800-liter digester and produces methane gas, which is treated and compressed, then used to power two fuel cells Gills purchased and had installed at the company's 5.6-hectare plant. The fuel cells produce enough electricity to power about 450 homes—or most of the company's energy needs. Onion waste that can't be converted into juice is sliced into fine pieces that are compressed into onion "cake" used for animal feed.

While the fuel cell technology was relatively straightforward, getting the digester to consume high-sulfur onion juice was somewhat trickier.

"The digester seems like it has a mind of its own and we had to deal with that," Gill says. "But once we let it do what it wanted to do, it started producing a high-quality gas."

The showcase project won a number of awards, including the Grand Conceptor Award of the American Council of Engineering Companies, the governor's Environmental and Economic Leadership Award (California's highest environmental honor), the Cool Planets Projects Award and McDonald's 2010 Best of Sustainability Supply Chain. In winning the engineering companies award, the innovations at Gills came in ahead of much larger projects that included the \$1.3 billion Dallas Cowboys Stadium in Arlington, Texas and the Sea-to-Sky Highway project in British Columbia, Canada.

"They're setting the standard," California Environmental Protection Agency Secretary Linda Adams said at an event Gills hosted in July to mark the first year of successful operations of the recovery system. "It's really a tremendous thing to see private industry taking this kind of leadership."

Deaton and Josse believe more companies will follow the example that Gills set.

"These projects are getting to be very



Photographs courtesy: Gills Onions



Above: Steve Gill in one of his company's onion fields on the California coast.

Left: A just-harvested onion.



popular and there are going to be a whole lot more of them," Deaton says. "You go to countries like Sweden and Germany and you'll find that they have converted lots of things into compressed biogas. The important thing is that it's renewable. You're taking something that was grown above the ground, converting most of it into energy and putting the rest back into the ground and renewing the cycle."

"What we did can be applied widely in any food processing industry, not just in the plant but out in the fields," Josse says. "A lot of the waste from harvesting that's now plowed into the ground could become energy, electricity. It could be done any-

where. It's just a matter of using the right engineering and the right technology."

Renewability and sustainability are now standard operating procedure at Gills, with the company looking at turning the plant into a zero-waste facility by, among other things, recycling employees' lunch leftovers.

"Our goal is to recycle as much of our waste as we can," Gill says. "It's a dollars and cents thing, but it's also accountability to the environment."



Steve Fox is a freelance writer, former newspaper publisher and reporter based in Ventura, California.

Henna in America

Increased interest in body decoration among U.S. youth helps boost the market for practitioners of India's ancient art of temporary tattoos.

By JANE VARNER MALHOTRA



At her aunt's recent cross-cultural wedding, my 11-year-old daughter, Helen, made a new friend—the henna artist. Helen sat by the woman's side for hours during the *mehndi*, mesmerized as the henna cone danced across the guests' hands, forming intricate patterns in a matter of minutes. Between guests, Helen would extend her hand once again for a bit more design around the wrist, or just a little more detail on her pinky finger. By the time the exhausted but friendly henna artist left the party, I'm pretty sure my delighted daughter's hands and arms offered a complete catalog of all the woman's patterns and motifs.

For many of the older American guests, this was their first henna experience, but the under-30 crowd certainly knew the routine. These days town festivals, shopping malls, farmers' markets and beach resorts across the United States have become host to an increasing number of henna artists. Men, women and children are lining up to enjoy the elaborate and

temporary tattoos as more people become familiar with the art form. Women seeking *mehndi* for weddings no longer have to drive for hours to find an experienced artist recommended by a string of contacts. Every major city now offers a selection of professional henna studios, and with the help of the Internet, many artists can be found in remote areas as well.

Why is henna becoming so popular in the United States? Body art is on the rise in general. According to a 2006 study by the Pew Research Center, one in three Americans aged 18 to 25 now have tattoos. But many Americans are reluctant to take the permanent tattoo plunge, and henna offers an attractive alternative. "Natural, painless and temporary—people like that," says henna artist Kamala Chandrasekhar of Santa Clara, California, in the San Francisco Bay area. "And they're in awe of the art form and the elaborate Indian designs," she adds.

When she moved to the United States in the 1980s, Chandrasekhar worked as an instructor of Bharatanatyam dance. Later,

as her career and a search for better weather took her from Minnesota to California, she began to experiment with henna designs she had learned from a master henna artist while visiting family in India. In 1999, after years of daily practice—on friends, family and herself—someone at a local beauty parlor admired the work on her left hand and asked her who did it.

"When I told her I'd done it myself, she said she had a bride who needed her henna done," recalls Chandrasekhar. "In those days there were not many henna artists in the Bay Area, and she convinced me to do it. I was very nervous, but I did it, and it took a long time. It came out better than I expected, and by word of mouth soon many people were calling me, and there was no looking back."

In the beginning, Chandrasekhar's customers were primarily young Indian women looking for extensive bridal henna, but things have changed. "I still do a lot of weddings but now 80 percent are cross-cultural, with Indians marrying Mexicans,



Photographs courtesy John Gallyda

Chinese, Vietnamese. I see this great mix of different cultures happening. It makes me so happy to have henna playing a central role in bringing people together.”

While her traditional, bridal henna is done with the same level of intricacy as in India, demand is also rising for simple, tattoo-style designs at birthday parties, festivals, picnics and corporate events. “I’ve seen a big surge in henna parties, with a lot of non-Indians and some Indians, too, for 50th birthdays, children’s birthdays, and bridal and baby showers,” Chandrasekhar says. Baby showers, where the expectant mother is celebrated and “showered” with gifts for the baby, have become a growing part of Henna World, the name of Chandrasekhar’s business.

Around four years ago, she saw an increase in the number of pregnant women requesting henna to beautify and bless their bellies. The round shape and the natural center point offer the perfect canvas for elaborate circular designs.

On the opposite coast, amid the hustle and bustle and often anonymous nature of

New York City, henna artist Sandy Patangay finds tranquility and intimacy through her work. “Without henna in this busy city, I don’t think I’d get to know so many interesting people,” she explains. “Henna is an art of patience, and it relaxes. So when you do henna, you really get to talk to somebody. It holds two people together for two or three hours of conversation—so rare these days—and a real connection grows.”

Henna opens doors, too. “The work brings me into people’s homes, so I have really explored New York City. Event planners hire me to work in beautiful venues overlooking sweeping skylines. I even worked for a royal family from the Middle East living for a month in the penthouse of the Waldorf Astoria,” recalls Patangay. “The princess showed me her baby album, and told me about how she spends her days. She was surprisingly down to earth.”

Now in her mid-30s, Patangay grew up in India practicing henna with her family at home, marking happy occasions by deco-

Left and above: The customized henna work of Sandy Patangay connect bride and groom Rebecca Lazinger and David Shamoon, at a Jewish wedding in New York. Shamoon’s father is from Iraq and migrated as a child to India before coming to the United States. The family wanted to incorporate some element of his origin and journey in the ceremony.

rating hands. She moved from Hyderabad, Andhra Pradesh to the United States in 1998 and studied at the New York Institute of Technology. She notes that most of her friends and fellow students knew little of her hobby and she had no intention of making a business from it. However, through a referral, the American Museum of Natural History invited her to be part of a weekend body art exhibit and represent India and henna artistry. “As a new immigrant, I could not have asked for a better venue to exhibit my work. Soon my business grew and shortly after the event, I opened Henna Studio, Inc.,” she says.



Left: Lisa Scoggins (left) gets a dragon tattoo by Poli Rheaum at a motorcycle jam in Hollywood, California.

Right: A custom henna tattoo conforming to the green man theme for a participant at the annual Burning Man festival in Nevada.

Bottom right: Christine Trimbo displays the henna design painted on her hand by Linda Kurain in Shakopee, Minnesota.



Far left: Kamala Chandrasekhar (left) draws henna designs on a Korean-born American woman marrying an Indian American man.



Left: Sandy Patangay's henna designs featured in a July exhibition on the art of photographing henna tattoos in New York.

Although in India henna is more commonly part of a beauty salon package along with nails, eyebrows and a facial, in the United States, Patangay finds that henna has a different purpose. "Here many American clients use henna to explore innovative ideas. The applications can be very creative—for instance, one of my clients wanted her thumb impression done in henna on her ankle. It was a challenge to do a same size finger print in henna, but in the end it was fun."

Some customers get a little too creative—once a man called Patangay to ask for henna done as a pair of decorative

shorts. Somehow she was never able to find time for that client. "One woman wanted a turtle on her bottom," she laughs. "I was also contacted to create a *mehndi* design for Julia Roberts for the movie 'Eat Pray Love,' in which they planned to include a wedding sequence in India. Eventually that scene did not end up in the picture, but it was an interesting process to go through, getting the measurements for her hand and working on a stencil that would be converted to a temporary tattoo."

Chandrasekhar has also had unusual requests, including a cityscape across a man's chest and shoulders, and a "green

man" with leaves and plants surrounding a face on a client's back. Both of these tattoos were created for men who were attending the Burning Man counter-culture festival, held each summer in the Nevada desert.

How did her husband feel about her decorating another man's chest? "Well, the guy's girlfriend was there, too, and I did henna on her arms and legs," she chuckles. "My husband doesn't mind. He sees it as an art form, and the individual appointments are done in my home studio. Well, perhaps this and the fact that I'm a little older."

Both Chandrasekhar and Patangay

DAMIAN DOVARGANES © AP/WIDEWORLD

Courtesy: Henna World

MAT COHEN



Courtesy Henna World



BRUCE BISPING © AP/WIDEWORLD/Star Tribune

my clients range from walk-ins who find me on the Net, to high-end stores, celebrities and event planners.” Supplies for henna are readily available now in the United States, and are not expensive. The greatest challenge for Patangay is time. “Often I have clients looking for our services on the same date and time, but fortunately I now have four other amazing artists working for Henna Studio to help meet the growing demand.”

Chandrasekhar is part of a network of Bay Area henna artists that refer each other in case of illness, or when an artist needs help for a large event. “Henna artistry is fulfilling but the work is challenging. Even if you are really good at henna, you have to have a good business sense as well, marketing yourself, knowing what your clients want and all the while being a professional.”

In May 2009, Kimberly Allcock opened Henna Blessings studio in Reno, Nevada. She fell in love with henna art while a graduate student in Edmonton, Canada, where she enjoyed her first henna tattoo at a multicultural festival. “I loved everything about it,” she says. “The design, the process, the feeling of being adorned.” When she moved to Reno, she renewed her interest and connected with an online community of henna artists in the United States and around the world. Through this group she learned about the best and safest plant-based ingredients, mixing the paste, and making the designs.

Allcock, 37, has a booth that she brings to local events, and she also works at birthday and graduation parties, company picnics, baby showers and weddings, although no full Indian bridal *mehndi* yet. Living near the location of the Burning Man festival, she does many unusual henna designs, including phoenix wings covering a man’s back, fishnet gloves for a woman, and a dragon crawling up a man’s back with the head coming over his shoulder. Many of her clients are new to henna, and some have unrealistic expectations about the amount of time required to create an extensive design, or don’t realize the importance of taking care of the design afterward. But, overall, she enjoys the creative and ephemeral nature of the work, and the sense of celebration and blessing that she feels henna adornment brings. “I especially love to decorate preg-

nant bellies!” she exclaims.

By now my daughter’s summer tattoos have long since faded, of course. One dip in the neighborhood pool and suddenly they were barely visible. But we’re all hoping for another occasion to sit around and be adorned with elaborate henna designs again. Perhaps a baby shower for auntie is next.



Jane Malhotra is a freelance writer based in Washington, D.C.

Henna Rates in the U.S.

Rates vary according to an artist’s skill and experience, and by region, with big cities being more expensive.

Sandy Patangay’s Henna Studio, Inc.

New York

Pricing for bridal henna reflects the most intricate work, which can take three to four hours. Typically, bridal henna can range from \$200 to \$2,000, depending on the level of detail. Henna events can range from \$100 to \$125 an hour per artist, based on the type of event and the clientele.

<http://www.hennastudio.com/>

Kamala Chandrasekhar’s Henna World

Santa Clara, California

For bridal, it is usually per project, including both hands and feet, from \$180 to \$350 depending on the intricacy and extent of the design. This can take three to six hours. Some like to get faces of the bride and groom in the design. Some like mythological elements or Hindu gods. This all takes a little longer. For parties, rates range from \$80 to \$120 per hour depending on the location or how late at night.

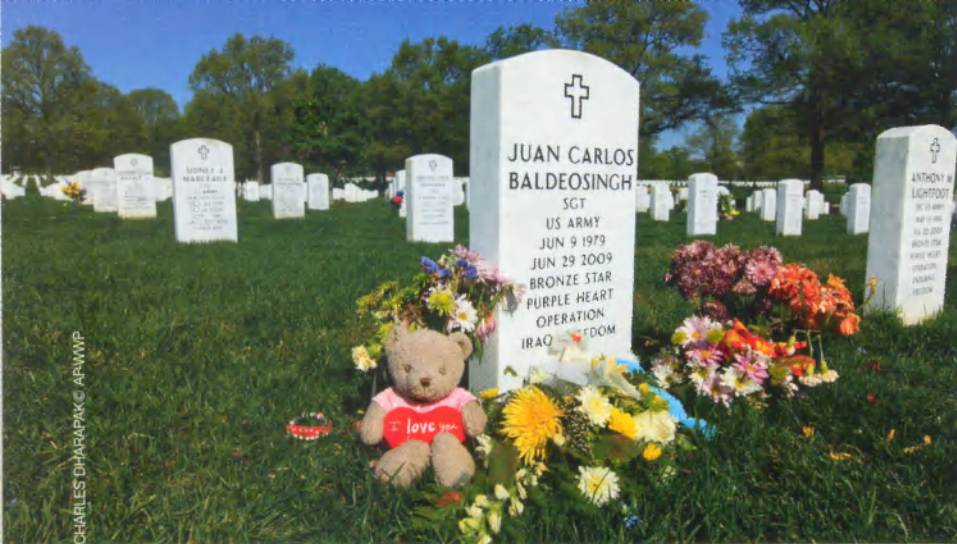
<http://www.henna-world.com/>

Kimberly Allcock’s Henna Blessings

Reno, Nevada

Private appointments are \$65 per hour, 30-minute minimum. Clients may choose henna, glitter or mica, jagua or a combination. Belly blessings are \$65 per hour, 30-minute minimum. Belly blessing paste contains only lavender oil, lemon juice and sugar so is safe during pregnancy. For parties, rates are \$65 per hour for up to 20 guests, \$75 per hour for over 20, with a one-hour minimum.

<http://www.hennablessingsreno.com/>



CHARLES D'ARAPAK © AP/WIDEWORLD

Standing at Arlington House, the memorial to Confederate General Robert E. Lee high atop a hill overlooking Arlington National Cemetery, President John F. Kennedy once said he had the most beautiful view of Washington. Across the Potomac River, he saw the magnificent stretch of the nation's capital, punctuated by the Capitol dome and monuments to Presidents Washington, Jefferson and Lincoln.

A short time later, Secretary of Defense Robert McNamara walked the cemetery in search of a place to bury the president, who had been assassinated the day before. By nightfall, Jacqueline Kennedy had given a literal nod to a spot on an "invisible axis between the [Lee] mansion and the Lincoln Memorial," William Manchester writes in "The Death of a President"—yards from the ground JFK had so admired.

After climbing the same hill on a humid June day, I couldn't help but think how inevitable history always seems. (OK, in truth, I was thinking how...hot it was and how, on the cemetery's hallowed ground, bottled water isn't sold anywhere.) But, of course, history is not preordained, and Arlington stands as a monument to the uncertainty on which our democracy is built. Cemetery historian Thomas Sherlock argues it should be the first stop for any visitor to Washington. "Downtown,

Arlington National Cemetery

Graves of the Brave

By LINDA KULMAN



SUSAN WALSH © AP/WIDEWORLD

Right: At Arlington National Cemetery in Virginia, a bugler plays Taps during a funeral service for Army Sergeant Andrew R. Looney, who was killed in Afghanistan. Taps is played in the U.S. military at the end of each day, for flag marches and funerals.

Left: The grave of Army Sergeant Juan Carlos Baldeosingh, who was killed in Iraq, is adorned with flowers and a stuffed toy, at the cemetery.



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LM & OLC
DFC & OLC
PH & OLC
AM & 47 OL

PAUL E
MAYER
CPL
US ARMY
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JAN 24 192
AUG 11 200
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Right: An honor guard and horse drawn caisson transports a casket carrying the remains of soldiers killed in the Vietnam War.

Below: The headstone of Army Colonel Paul M. Kelly, killed in Iraq, is surrounded by flowers and a flag.

Below center: A relative (far right) holds the newborn Luke Carron in a baby carrier at the burial service for his father, Army Major Paul D. Carron, killed in Afghanistan.

Far right: Anita Dixon, whose son was killed while serving in Iraq, mourns at his grave.



[many] monuments are dedicated to individual people, but those men couldn't have done great things without the support of the American people," he says. "How greatly would we remember George Washington if we didn't have the common soldier at Valley Forge?"

Arlington includes dead from each of America's conflicts, back to the Revolutionary War. Looking at row upon row of headstones, like soldiers in formation, I was overwhelmed by the number of individual sacrifices—a vastness I could hardly take in.

Walking tour

One way to absorb the history is simply to wander part of the [252 hectares] on foot, an undertaking that, especially during summer, is best done when the gates open, at 8, before the temperature rises and the crowds descend. For \$7.50, you can catch

an open-air bus outside the Visitor Center that stops at JFK's gravesite, the Tomb of the Unknowns and Arlington House.

As I walked with my husband and young son through Section 60, where some 160 soldiers from Iraq and Afghanistan lie, I realized that while Arlington serves as a shrine to the past, the cemetery is far from static. Pristine new headstones mark lives that ended far too soon, giving concrete measure to daily reports from the war on terrorism. Nearby, a backhoe was digging a grave for one of some 27 funerals held each day, most for veterans of prior wars. A caisson bearing a flag-draped coffin rolled down York Drive in front of us. We listened for the three volleys of rifle fire and the playing of Taps by a bugler, honors accorded every soldier buried at Arlington. Says Sherlock, "When we're at war, there's a different tone around here." Earlier, I overheard a conversation in which one funeralgoer confessed, "I don't wear eyeliner anymore." I knew what she meant. Even a casual tourist will find it hard not to tear up.



Linda Kulman was a senior writer with U.S. News & World Report.

VETERANS DAY

This U.S. national holiday falls on November 11 each year, honoring America's war veterans for their patriotism and willingness to serve and sacrifice. The holiday commemorates the end of World War I, when fighting ceased on the 11th hour of the 11th day of the 11th month in 1917. The day was first marked by parades, public meetings and a brief suspension of normal business at 11 a.m. By 1926, most states had declared it a legal holiday, and the U.S. Congress called for display of the flag and special ceremonies at schools, churches and government buildings to remember the day "with thanksgiving and prayer and exercises designed to perpetuate peace through good will and mutual understanding between nations." Congress made November 11 a national holiday in 1928, calling it Armistice Day. In 1954, following World War II and the fighting in Korea, the name was changed to honor American veterans of all wars, both living and dead.

For more information:

Veterans Day facts

<http://www.history.com/topics/veterans-day-facts>

For more information:

Taps played at Arlington Cemetery

http://www.youtube.com/watch?v=ZQ_DCCFPkWA&feature=related

On the Lighter Side



"If we're going to continue ignoring each other, we'll need a lot more reading material."

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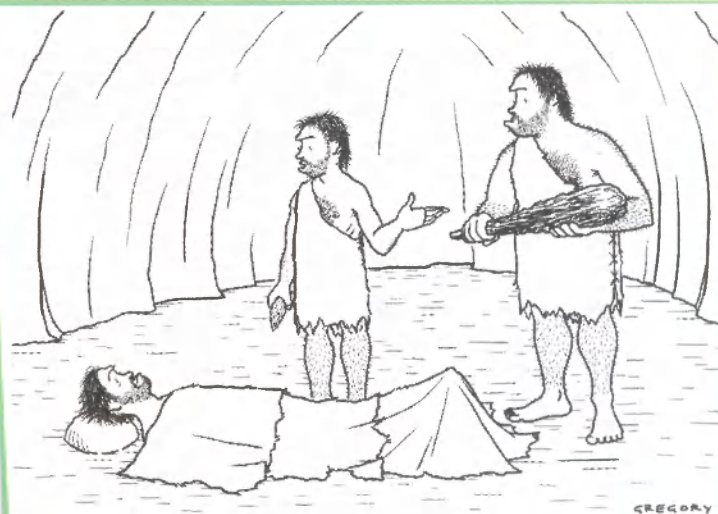


"You're firing me—just like that—after I've been your accountant for one, two, three...four long years?"

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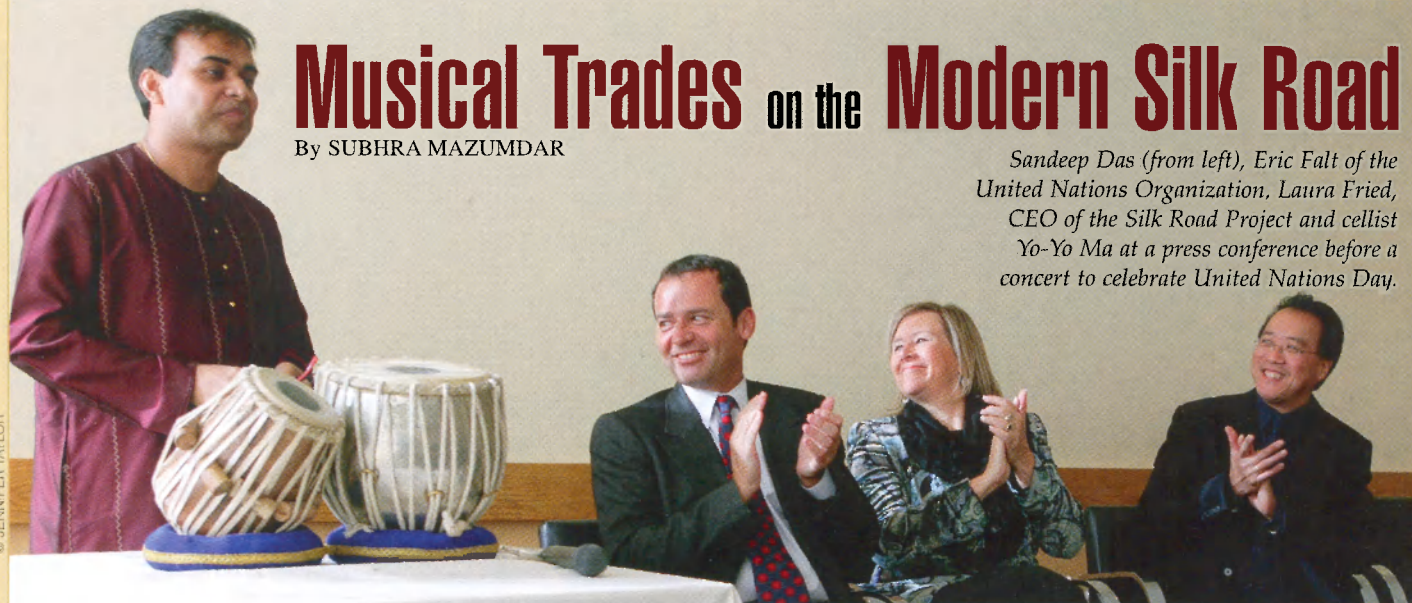
"I'll be performing the operation, and this is the anesthesiologist."

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Musical Trades on the Modern Silk Road

By SUBHRA MAZUMDAR

Sandeep Das (from left), Eric Falt of the United Nations Organization, Laura Fried, CEO of the Silk Road Project and cellist Yo-Yo Ma at a press conference before a concert to celebrate United Nations Day.



© JENNIFER TAYLOR

It was his father who first spotted the unusual sense of rhythm in Sandeep Das and decided that he must learn the tabla, from the best of gurus. At 16, Das had his debut concert, accompanying sitarist Ravi Shankar. Later, as a performer in his own right, the tabla's appeal set Das on a quest to explore beyond the linkages of his standing as a disciple of the late Kishan Maharaj of Varanasi.

The first stop on this wider journey occurred in 2001, when he joined American cellist Yo-Yo Ma and his Silk Road Ensemble in collaboration with The New York Philharmonic orchestra. Before being introduced, Das did not know who Ma was. That is how far Das was from Western classical music. Yet, he says, one mellow tone from the maestro's cello during the first rehearsal had him hooked.

This experience was a musical tsunami for the Indian tabla performer schooled in an oral

tradition, where he had been taught to make a mental score of the music he hears and improvise for himself. On being handed his score by the orchestra, he pronounced confidently, "I don't read music, but I can listen to you a few times and join in." The musicians were aghast, but Ma acceded to this strange request and after three rounds of rehearsal, Das was in the picture.

This concert opened doors: His album, "The Rain," followed. Projects and concerts have not stopped coming. Das says it was at Ma's request that he made his first composition, "Tarang," for a performance on the National Mall in Washington, D.C. in 2002. In 2005, Carnegie Hall's Weill Music Institute, in partnership with the Silk Road Project, commissioned an American fusion composer and Massachusetts Institute of Technology music professor, Evan Ziporyn, to write a piece with a solo for Das. As yet unable to read music, Das made aural notes from the music that Ziporyn recorded on an electronic keyboard. Before long, it was time for the tabla, pipa, cello, violin and viola to fuse in the premiere of "Sulvasutra" at Carnegie Hall,

one of America's premier concert venues.

By the time Das started performing this piece all over the world, he had devised a musical score of his own, comprising such notations as "feel the fire," "make it happier with tabla handling," and "add *tihais*," (build up to a crescendo with three rounds of repetitive notes). In 2007, the Seattle Symphony orchestra performed the piece before an audience of 5,000. "We played not as musicians but as a single human being and the result was an explosion, like a bomb of applause at the end," Das recalls. He most recently performed on the Silk Road Project tour of 10 U.S. cities in August 2010.

On Americans, Das says, "If they like your music, they send you e-mails and want you to come back and give you dates for collaborations right away. My wooden riser to place my tabla is always in place, so that the sound is not absorbed by the floor. Audiences come to my concerts aware of what to expect, having read up reviews in papers...having seen television broadcasts of concerts."

From the other direction, Das' own project, "HUM," premiered in India in February 2010 with American percussionists John Hadfield and Mark Suter.

In the bargain, Das has learned more than how to read music. "I have realized how important it is to curb that instinct to be upfront. It was (American folk musician) Bill Crofut who taught me an indelible lesson: 'Forget identity, interact with them and your music follows on its own.'"

Subhra Mazumdar is a freelance writer and All India Radio broadcaster.

Sandeep Das (left) at a rehearsal before a concert in Chicago, Illinois. Yo-Yo Ma plays the cello (third from left). Mark Suter drums in the front row.



© ISABELLE HUNTER

Indian American Entrepreneurs Are Big Hits Online

By HOWARD CINCOTTA

Four young entrepreneurs combine high-tech elements and social networking to launch novel ventures.



For more information:

Posterous

<https://posterous.com/>

Foursquare

<http://foursquare.com/>

Anapata

<http://anapata.com/>

Occipital

<http://occipital.com/blog/>

Here's an exciting concept: use e-mail to share information with others. Sound about two decades too late? Not to Sachin Agarwal, co-founder of Posterous, a company with a very simple idea: post any kind of information online by attaching it to an e-mail. That's it. Posterous does the rest, creating your own Web site or personal blog.

"E-mail rocks. We're betting the company on it," Agarwal says in his blog (<http://sachin.posterous.com>).

Agarwal was one of "30 Under 30" top, young entrepreneurs named in July by a U.S.-based business magazine called Inc. Four of them are of Indian background. The others are Ooshma Garg, founder of the diversity recruitment firm Anapata; Naveen Selvadurai, co-founder of Foursquare, a geolocation and social

networking application; and Vikas Reddy, co-founder of Occipital, which developed RedLaser, a bar-code reader for mobile phones that has become one of the smart phone's hottest apps (slang for applications).

Aside from the high-tech element, the most striking characteristic of these four individuals—and all of Inc.'s choices for that matter—is the importance of social networking. To learn about Reddy, Garg, Selvadurai or Agarwal, you must enter the world of online blogs, Facebook, Twitter, mobile phone apps, even YouTube videos. As with many of their generation, the boundaries between their work and social lives blur in their dynamic and constantly evolving online communities.

"Simply put," Inc. magazine said, "they are growing their communities by building communities."

Selvadurai and Foursquare

Perhaps the hottest high-tech market out there now is “geolocation” or location-based social networking—and Foursquare, based in New York, is right in the middle of it. Foursquare exploits the Global Positioning System found in the current generation of mobile devices, allowing users to share their location with friends and comment on shops, restaurants and other attractions.

Foursquare also incorporates game elements that allow users to earn points and win online “badges” by checking in frequently. Record yourself at a café or other location more than anyone else and you become Foursquare’s “mayor.” The \$2 Foursquare app can be downloaded to the iPhone, BlackBerry, Android, Palm and other mobile devices.

Since Foursquare’s founding in 2009, its growth has been explosive, leading many analysts to call it the new Twitter. In August 2010, the number of Foursquare subscribers reached close to 3 million—almost triple what it had been in April—and the company has continued growing at 100,000 new members a week, according to Inc. magazine. Foursquare has attracted \$20 million

in venture capital as well.

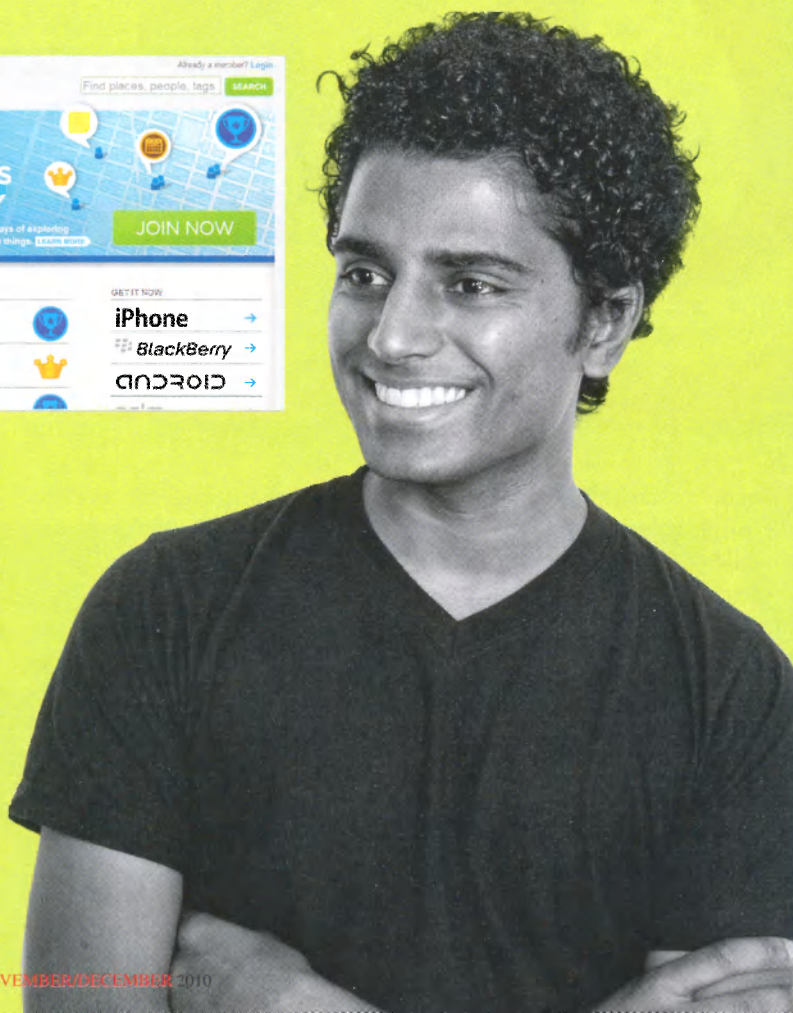
Naveen Selvadurai was born into a family of engineers in Chennai. At age 8, he sailed for eight months with his mother and father, a marine engineer, aboard a large cargo ship as part of his father’s last voyage before retiring. Selvadurai came to the United States in 1991, earned degrees in computer science, and became a U.S. citizen in 2006. After graduate school, he joined friends in New York City to work on mobile applications for Sony Music before co-founding Foursquare.

Selvadurai says none of the 30 entrepreneurs recognized by Inc. magazine “expected to be where we are now.” He acknowledges that rapid success has brought big challenges, from expanding customer service to simply setting priorities. “We have notebooks full of great ideas, but we have to decide which ones to put our engineers to work on.”

The rewards are equally great in Selvadurai’s view. “Foursquare is unique because our users are really engaged, they love the product and they constantly give us feedback and new ideas.”



Images courtesy: Posterous



Garg and Anapata

Ooshma Garg, 23, grew up in a family of physicians and scientists in Dallas. Her father, born in New Delhi, first came to Texas in 1985. He is now the chief of nutrition and metabolic diseases at the University of Texas Southwestern Medical Center. Her mother, also from India, is an anesthesiologist in private practice.

“One of the things I learned from them was following your passion, whatever it might be,” Garg says.

She attended Stanford University in California, majoring in biomedical engineering, and organized internships and career workshops as co-president of Stanford Women in Business. She witnessed the difficulties experienced by top firms as they tried to recruit qualified women and minorities to make their work forces more diverse.

In 2008, Garg, then a junior, drew up her first business plan for Anapata on a napkin with the help of a marketing expert. Her idea was a job-recruitment business focused on diversity and pro-

Agarwal and Posterous

E-mail can seem downright dull next to the excitement surrounding mobile phone technology, but as Sachin Agarwal has blogged, "E-mail is the most powerful, flexible, open and free messaging platform out there."

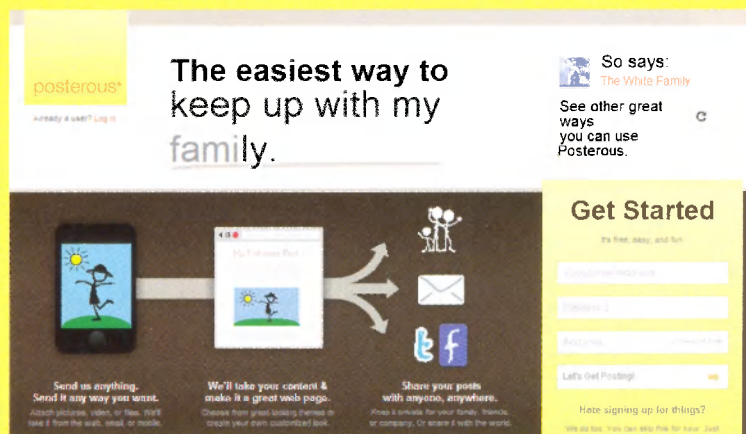
Agarwal was born in Britain but grew up in Southern California, where, he admits, "I started feeling the typical Indian pressure to become a doctor." He actually applied to Stanford University in Palo Alto, California, as a pre-med student, but realized that computers and software programming were his true passion.

After graduating in 2002, he worked at Apple Inc. for six years before joining software engineer Gary Tan to found Posterous in 2008.

One surprise has been the range as well as the amount of work that success has brought. "I check my e-mail and I have new work to do, sometimes things I've never done before," Agarwal says. "I have had to dive into finance, law, human resources and a number of other areas. But I love it all."

The attraction of Posterous is its simplicity. You can post texts, photos and videos without any formatting necessary. Posterous will also send your information, automatically, to other social networking services such as Facebook.

Posterous, located in San Francisco, has drawn plenty of attention. It has attracted more than \$5 million in venture cap-



ital and is growing at an estimated 20 to 25 percent a month, according to an industry observer, TechCrunch.

Looking five years ahead, Agarwal speculates that he may still be with Posterous, or into another Web publishing venture.

"I love building software to solve problems that I have myself," he says. "No matter what, I'll be building something that I personally use every day. That's how you can be really passionate about your work."

viding new opportunities for women and minorities. "Social media marketing was a hot strategy," she wrote for the professional recruitment organization [ERE.com](http://ere.com). "However, social media recruiting was new."

Today, Anapata has evolved from notes on a napkin into the first online recruitment service in the legal field that focuses exclusively on students from a wide range of ethnic and social backgrounds. Garg and her team chose the company name after three days searching in many languages for a word associated with achievement, success and fulfillment. She says the word is from an African language.

With Anapata, students can join organizations offering hundreds of job contacts and career possibilities and can subscribe to news feeds from prospective employers—for free. Law firms, which are charged an annual subscription fee, have access to a national diversity network of qualified applicants, can target their recruitment efforts, and can "brand" themselves by



sending Anapata subscribers news about their firm.

Anapata, based in Palo Alto, California, links to more than 200 student organizations and diversity groups, including Muslim, Asian American, Latino, American Indian and African American law student associations. It also hosts about 800 employers, including many of the top-ranked law firms in the United States.

Garg is now hiring an executive office so the company can expand beyond the legal field. "We always had a vision of establishing

a widespread network of diverse organizations that would become connected, including the medical and financial professions," she says.

In her limited spare time, Garg goes rock climbing, sings or escapes to a coffee shop with a good book. For her, questions about balancing work and personal life miss the point: "Entrepreneurs like me don't think about balance because your work is so much fun," she says. "You wake up every morning so excited that you're creating something exciting for so many people."



Occipital already has one hit product in RedLaser, one of the most popular applications for mobile phones.

Reddy and Occipital

Vikas Reddy, co-founder of Occipital, already has one hit product in RedLaser, one of the most popular applications for mobile phones. Occipital offers a window into the intensely competitive world of technology startup companies, where individuals with ideas but little money jostle for recognition from venture capitalists, individual investors and business “incubators.”

Reddy was born in Detroit, Michigan while his parents are from Andhra Pradesh. He recalls always having computers around the house to play with and program.

Reddy met his friend and Occipital co-founder Jeffrey Powers when they were engineering students at the University of Michigan. Powers left his graduate program to start Occipital, and Reddy, who graduated in 2006, left a startup in New York to join him. A few months later, they were accepted into a technology-mentoring program called TechStars, chosen “because of their incredible technical talent,” their mentor, Brad Feld, recalls.

When Reddy told his parents he was contemplating leaving school for a risky startup company before he got his degree, he says, “They told me they would support me in any way they could.”

By the end of their time at TechStars, Reddy and Powers had the makings of a project, but no funding. So, Reddy says in an online video interview, he and Powers decided to fund the company themselves, making a critical decision to move into mobile phone technology and the field of computer imaging, or computer vision.

Their shift paid off when they released RedLaser, a mobile barcode reader for instant comparison shopping that became a roaring hit. Today, RedLaser is one of the most popular apps for mobile phones, whether measured by number of users or by total sales. It



was recently sold to the online retailing giant eBay.

“Vikas and Jeff are the ultimate bootstrapping entrepreneurs,” says Feld, a managing director of Foundry Group, a venture capital firm. “They are incredible visionaries, super smart, and never, ever give up.”

Occipital, based in Boulder, Colorado, is hardly a one-hit wonder. Its most recent product is a \$2.99 mobile app called 360 Panorama, which can take a series of still photos from a mobile device and create a single panoramic image, in real time. “What can your mobile device do to recognize and map your surroundings?” is the company’s core mission, Reddy says.

“Being a first-generation American, I always found myself moving between two worlds,” he says, “the world of my parents and Indian culture and traditions, and the world of being an American kid growing up in Michigan. I think going through this has helped me more easily adapt to other situations.”

Education, skill and drive have all been key factors in the rise of young entrepreneurs like Selvadurai, Agarwal, Garg and Reddy. So has opportunity. “I think one of the greatest things about America is that what has mattered is what I achieved or created, rather than my descent,” Reddy says.

Howard Cincotta is a special correspondent with America.gov.



Nita Jain, Kanpur, Uttar Pradesh

The articles cover a wide variety of topics, each adding a sartorial elegance to the issues. SPAN is very current and contemporary in its treatment and, above all, is very global. ... Sanjay Patel's excursion into animation with "Ramayana" in the July/August 2010 issue was interesting as it showed how inclination can be transformed into visual reality. And the Fabindia story was a brilliantly covered article, very extensive and tremendously interesting and informative!



Parag Navnit Kamani, Mumbai, Maharashtra

I liked the articles on education (September/October 2010). Although I have a child who is a little over four and a half years old, the aspiration of several Indian families, including mine, is to provide their single child or children the best education possible, especially in case of higher studies, be it college, university or post-grad. The United States of America is certainly the goal. Hence, consumption of articles on education will always remain a priority.

SPAN is being received at home ever since I remember. Even after changing residences 11 years ago, it continues to be read. Initially, it was by my parents, added next was the generation after them (me) and, now, my son. The magazine should consider renaming itself to, even if only momentarily, LifeSPAN.



Mohan Singh, Amritsar, Punjab

Erica Lee Nelson's "Doing Good is Good Business" (July/August 2010) unfolds new roles for corporates with long-term benefits. Current instances of Coca-Cola and Microsoft are sure to be emulated by India Inc. The piece on census operations in the U.S. was very timely and highly informative vis-a-vis the statistics. A salient feature of the American head count that attracted my attention was the legal prohibition against including any question on a person's religious affiliations. ... The article on American work culture was read by at least four or five students who visited my place. Students are taking up part time work in India too, now. That Zach Bonner's "A Wagon Full of Kindness" may arrive in this country, too, is my fondest prayer and hope. Long live SPAN!



V.V. Subhadra

Thrissur, Kerala
SPAN gives me an opportunity to see beautiful photos of beloved places. It comes like a breath of fresh air. I have been reading it for more than 20 years. As I am retired I read almost everything. I enjoyed the cartoons very much, especially in the September/October 2010 issue. The pet dog evaluating its master! It is fantastic.

On the Lighter Side



Performances were scheduled in New Delhi and Hyderabad in November by **Project Bandaloop**, an American aerial dance and sports group founded by choreographer Amelia Rudolph in 1991. The company challenges the expected relationship between movement and gravity and draws on aerial, vertical and horizontal movements.

<http://projectbandaloop.org/>

Courtesy Project Bandaloop



NEWS SCAPE



DIPANKAR DASGUPTA

Kolkata U.S. Consul General Beth A. Payne visited the **Namgyal Institute of Tibetology** in Gangtok, Sikkim, in November and received books from institute director Tashi Densapa and research coordinator Lama Kunga Y. Hochotsang. The institute, which houses a library with one of the largest collections of Tibetan works outside Tibet, received a grant from the U.S. Ambassador's Fund for Cultural Preservation in 2004.

<http://www.tibetology.net/>



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In the November 2 U.S. elections, Nikki Haley became the first **Indian American** woman elected governor of one of the 50 states. She is also the first woman governor of South Carolina, where she was born 38 years ago as Nimrata Randhawa. Her parents, Ajit and Raj Randhawa, immigrated to the United States from Punjab. Haley and her husband, Michael, married in 1996 and have two children, Rena and Nalin.

<http://www.nikkihaley.com/>

<http://voices.washingtonpost.com/44/2010/06/nikki-haley-10-things-you-didn.html>

Actress Devadarshini portrays a poor, rural woman learning to raise her aspirations and take charge of her own progress in the film "Shakti Pirakkudhu," selected for screening on November 13 at the South Asian Literary and Theater Arts Festival in Washington, D.C. The film was produced by Madura Micro Finance Ltd., based on conversations with women from **self-help** groups in villages around Madurai, in Tamil Nadu.

<http://www.saltat.org/>

Courtesy Madura Micro Finance Ltd.



U.S. Consul General Andrew Simkin (center) launched the **Bharat Sangeet Utsav 2010** with political and cultural celebrities at the Narada Gana Sabha in Chennai. T-shirts featuring classical singer M. Balamuralikrishna (right) were released. Percussionist Umayalpuram K. Sivaraman was also present. <http://chennai.usconsulate.gov/>



Courtesy Chella Vidyapathan



SPANNIVERSARY WINNERS

This essay by **Rupesh Bhandari** of Amritsar, Punjab is the winner of SPAN's 50th Anniversary Article Contest. The second- and third-place winners are Sidharth Balakrishna of New Delhi and Mira Desai of Mumbai. All three essays will appear in the November/December issue of SPAN e-zine, available for free by sending an e-mail to ezinespan@state.gov



The winner of SPAN's 50th Anniversary CoverArt Contest is **Bhawana Choudhary Chandra** of Bhopal, Madhya Pradesh. Her painting (above) will appear on the cover of the January/February 2011 issue of SPAN. Bhandari and Chandra have each won an Apple iPad.

SPAN thanks all of those who entered the contest and all our readers and contributors.

What Can the U.S. and India Accomplish Together?

By **RUPESH BHANDARI**



Courtesy: Rupesh Bhandari

The idea of working together is not alien to India and the United States, as they have already been working together for decades and have labored extensively to nurture their relationship, much to the benefit of Indians and Americans alike. They have fought on similar grounds, faced common challenges, conquered these together, and have thrived on each other's capacity and concern to support the partner in times of adversity.

Talent and capacity, of which there's no dearth in either country, have been successfully utilized, not only for their own benefit, but also for others. With a dedicated and focused effort to enhance their mutual capacities to judiciously use the available talent and resources, many milestones can be reached. From the fight against terror to nuclear proliferation, India and the United States have already been collaborating on a whole gamut of issues. The gist is to zero in on the core ones that collectively form the robust foundation of understanding and cooperation.

Safety and security of our people and borders is an issue crucial for both India and the United States, as both face threats from outside forces conniving to disturb peace, harmony and happiness. A massive and mutually supportive strategy to take on the enemies, within and without, can reap rich dividends in the shape of lasting safety and security from unwanted elements. The apt thing to do to achieve this objective would be to enrich existing partnerships in the defense infrastructure and to conduct regular combined exercises of the defense forces, enabling them to learn and benefit from each other's capabilities and strengths.

Scarcity of fuel is a common problem, faced by many other countries as well. Scientists on both sides can work together to devise alternative fuels to reduce dependence on the Gulf countries for the supply of oil. Motivating companies in both countries to concentrate on lowering their emissions and to obtain carbon credits by employing technologies that facilitate a cleaner and greener environment is yet another

important aspect of cooperation. Once achieved, sustainable energy and stabilized economic development will be a corollary.

Increasing the existing flow of trade and investment between the two countries and facilitating an honest, open and conducive environment for their economies to thrive in can be another big booster for strengthening the bond between India and the United States. Jobs and opportunities that it will create for the people of both countries will bring tremendous mutual welfare and prosperity, which will further cement the bond of trust and reliance.

Fighting climate change brought about by global warming is a crucial concern. Mutually taking this on by spreading awareness and taking concrete steps to reduce emissions, carbon footprints and dependence on fossil fuels by both countries will show results on a global level. India and the United States, owing to their size, power, resources and collective efforts, can contribute the most for this noble cause.

India is a hub of agriculture in the world and the United States is a pioneer in the technological aspect of agriculture. Together, they can do wonders by enhancing their capacity to produce safer food, preserve it for longer durations, utilize the existing resources to the optimum, innovating new products, processes and technologies to resolve the food crisis present worldwide. Increasing bilateral, educational and entrepreneurial exchanges to enhance the skills and abilities of the talent on both sides and to increase its size and scope is also one of the promising possibilities of this relationship.

From the history of their successful partnership in so many spheres, we can safely say that India and the United States are destined to work together, not only for their own benefit, but also for the betterment of other countries. The challenges, opportunities and possibilities are truly infinite.





Our Shared Future

Continued excerpts from President Barack Obama's speech to the Indian Parliament.

...India is not simply emerging; India has emerged. And it is my firm belief that the relationship between the United States and India—bound by our shared interests and our shared values—will be one of the defining partnerships of the 21st century....

My confidence in our shared future is grounded in my respect for India's treasured past—a civilization that's been shaping the world for thousands of years....

Of course, India not only opened our minds, she expanded our moral imaginations: with religious texts that still summon the faithful to lives of dignity and discipline; with poets who imagined a future "where the mind is without fear and the head is held high," and with a man whose message of love and justice endures—the father of your nation, Mahatma Gandhi.

For me and Michelle, this visit has, therefore, held special meaning. See, throughout my life, including my work as a young man on behalf of the urban poor, I've always found inspiration in the life of Gandhiji and his simple and profound lesson to be the change we seek in the world. And just as he summoned Indians to seek their destiny, he influenced champions of equality in my own country, including a young preacher named Martin Luther King. After making his pilgrimage to India a half-century ago, Dr. King called Gandhi's philosophy of nonviolent resistance "the only logical and moral approach" in the struggle for justice and progress.

So we were honored to visit the residence where Gandhi and King both stayed—Mani Bhavan. And we were humbled to pay our respects at Raj Ghat. And I am mindful that I might not be standing before you today, as President of the United States, had it not been for Gandhi and the message he shared and inspired with America and the world.

An ancient civilization of science and innovation; a fundamental faith in human progress—this is the sturdy foundation upon which you have built ever since that stroke of midnight when the tricolor was raised over a free and independent India....

Instead of slipping into starvation, you

Right: Rashtrapati Bhavan is illuminated for the banquet held in honor of President Obama on November 8.

Right: President Obama inspects the Guard of Honor during the arrival ceremony at Rashtrapati Bhavan.

Far right: Prime Minister Manmohan Singh, President Barack Obama, President Pratibha Patil and Michelle Obama raise a toast during the State Dinner.



launched a Green Revolution that fed millions. Instead of becoming dependent on commodities and exports, you invested in science and technology and in your greatest resource—the Indian people. And the world sees the results, from the supercomputers you build to the Indian flag that you put on the moon.

Instead of resisting the global economy, you became one of its engines—reforming the licensing raj and unleashing an economic marvel that has lifted tens of millions of people from poverty and created one of the world's largest middle classes.

And instead of being lured by the false

notion that progress must come at the expense of freedom, you built the institutions upon which true democracy depends: free and fair elections, which enable citizens to choose their own leaders without recourse to arms; an independent judiciary and the rule of law, which allows people to address their grievances; and a thriving free press and vibrant civil society which allows every voice to be heard. This year, as India marks 60 years with a strong and democratic Constitution, the lesson is clear: India has succeeded, not in spite of democracy; India has succeeded because of democracy.

Now, just as India has changed, so, too,





VLJAY VERMA/AFPT

has the relationship between our two nations.

Here in India, two successive governments led by different parties have recognized that deeper partnership with America is both natural and necessary. And in the United States, both of my predecessors—one a Democrat, one a Republican—worked to bring us closer, leading to increased trade and a landmark civil nuclear agreement.

The United States seeks security—the security of our country, our allies and partners. We seek prosperity—a strong and growing economy in an open, international, economic system. We seek respect for universal values. And we seek a just and sustainable international order that promotes peace and security by meeting global challenges through stronger global cooperation.

...We are two strong democracies whose Constitutions begin with the same revolutionary words, ... “We the people.” We are two great republics dedicated to the liberty and justice and equality of all

people. And we are two free market economies where people have the freedom to pursue ideas and innovation that can change the world. And that’s why I believe that India and America are indispensable partners in meeting the challenges of our time.

Together with our partners, we have made the G20 the premier forum for international economic cooperation, bringing more voices to the table of global economic decision-making, and that has included India. We’ve increased the role of emerging economies like India at international financial institutions. We valued India’s important role at Copenhagen, where, for the first time, all major economies committed to take action to confront climate change—and to stand by those actions. We salute India’s long history as a leading contributor to United Nations peacekeeping missions. And we welcome India as it prepares to take its seat on the United Nations Security Council.

In short, with India assuming its rightful place in the world, we have an historic opportunity to make the relationship between our two countries a defining

partnership of the century ahead. And I believe we can do so by working together in three important areas.

First, as global partners we can promote prosperity in both our countries. Together, we can create the high-tech, high-wage jobs of the future. With my visit, we are now ready to begin implementing our civil nuclear agreement. This will help meet India’s growing energy needs and create thousands of jobs in both of our countries.

We need to forge partnerships in high-tech sectors like defense and civil space. So we’ve removed Indian organizations from our so-called “entity list.” And we’ll work to remove and reform our controls on exports. Both of these steps will ensure that Indian companies seeking high-tech trade and technologies from America are treated the same as our very closest allies and partners.

And together, we can resist the protectionism that stifles growth and innovation. The United States remains—and will continue to remain—one of the most open economies in the world. And by opening markets and reducing barriers to foreign investment, India can realize its full economic potential as well. As G20 partners, we can make sure the global economic recovery is strong and is durable. And we can keep striving for a Doha Round that is ambitious and is balanced—with the courage to make the compromises that are necessary so global trade works for all economies.

Together, we can strengthen agriculture. Cooperation between Indian and American researchers and scientists sparked the Green Revolution. Today, India is a leader in using technology to empower farmers, like those I met yesterday who get free updates on market and weather conditions on their cell phones. And the United States is a leader in agricultural productivity and research. Now, as farmers and rural areas face the effects of climate change and drought, we’ll work together to spark a second, more sustainable Evergreen Revolution.

Together, we’re improving Indian weather forecasting systems before the next monsoon season. We aim to help millions of Indian...farming households save water and increase productivity, improve



Far left: Salman Khurshid (left), minister of state for corporate and minority affairs, presents a bust of Mohandas K. Gandhi to President and Mrs. Obama at Raj Ghat in New Delhi on November 8.

Left: President Obama, at St. Xavier’s College in Mumbai, took part in teleconferences with farmers and students on November 7.



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PFI

food processing so crops don't spoil on the way to market, and enhance climate and crop forecasting to avoid losses that cripple communities and drive up food prices.

Because the wealth of a nation also depends on the health of its people, we'll continue to support India's effort against diseases like tuberculosis and HIV/AIDS, and as global partners, we'll work to improve global health by preventing the spread of pandemic flu. And because knowledge is the currency of the 21st century, we will increase exchanges between our students, our colleges and our universities, which are among the best in the world.

As we work to advance our shared

prosperity, we can partner to address a second priority—and that is our shared security. In Mumbai, I met with the courageous families and survivors of that barbaric attack. And here in Parliament, which was itself targeted because of the democracy it represents, we honor the memory of all those who have been taken from us, including American citizens on 26/11 and Indian citizens on 9/11.

And we'll continue to insist to Pakistan's leaders that terrorist safe havens within their borders are unacceptable, and that terrorists behind the Mumbai attacks must be brought to justice. We must also recognize that all of us have an interest in both an Afghanistan and a Pakistan that is stable and prosperous and democratic—and India has an interest in that, as well.

In pursuit of regional security, we will continue to welcome dialogue between India and Pakistan, even as we recognize that disputes between your two countries can only be resolved by the people of your two countries.

As two global leaders, the United States and India can partner for global security—especially as India serves on the Security Council over the next two years. Indeed, the just and sustainable international order that America seeks includes a United Nations that is efficient, effective, credible and legitimate. That is why I can say today, in the years ahead, I look forward to a reformed United Nations Security Council that includes India as a permanent member.

Now, let me suggest that with increased power comes increased responsibility. The United Nations exists to fulfill its founding ideals of preserving peace and security, promoting global cooperation and advancing human rights. These are the responsibilities of all nations, but especially those that seek to lead in the 21st century. And so we look forward to working with India—and other nations that aspire to Security Council membership—to ensure that the Security Council is effective; that resolutions are implemented, that sanctions are enforced; that we strengthen the international norms which recognize the rights and responsibilities of all nations and all individuals.

This includes our responsibility to prevent the spread of nuclear weapons. Since I took office, the United States has reduced

the role of nuclear weapons in our national security strategy, and we've agreed with Russia to reduce our own arsenals. We have put preventing nuclear proliferation and nuclear terrorism at the top of our nuclear agenda, and we have strengthened the cornerstone of the global non-proliferation regime, which is the Nuclear Non-Proliferation Treaty.

Together, the United States and India can pursue our goal of securing the world's vulnerable nuclear materials. We can make it clear that even as every nation has the right to peaceful nuclear energy, every nation must also meet its international obligations—and that includes the Islamic Republic of Iran. And together, we can pursue a vision that Indian leaders have espoused since independence—a world without nuclear weapons.

And this leads me to the final area where our countries can partner—strengthening the foundations of democratic governance, not only at home but abroad.

In the United States, my administration has worked to make government more open and transparent and accountable to people. Here in India, you're harnessing technologies to do the same, as I saw yesterday at an expo in Mumbai. Your landmark Right to Information Act is empowering citizens with the ability to get the services to which they're entitled and to hold officials accountable. Voters can get information about candidates by text message. And you're delivering education and health care services to rural communities, as I saw yesterday when I joined an e-panchayat with villagers in Rajasthan.

Now, in a new collaboration on open government, our two countries are going to share our experience, identify what works,

Top left: President and Mrs. Obama are taken around Humayun's Tomb in New Delhi by their guide, K.K. Muhammad, on November 7. Above left: President and Mrs. Obama meet the children of workers who did renovations at the monument before their visit.

Right: President Obama greets parliamentarians before his speech at Parliament House in New Delhi on November 8.



JIM YOUNG © AP/WIDEWORLD

and develop the next generation of tools to empower citizens. And in another example of how American and Indian partnership can address global challenges, we're going to share these innovations with civil society groups and countries around the world.

As you carry on with the hard work ahead, I want every Indian citizen to know: The United States of America will not simply be cheering you on from the sidelines. We will be right there with you, shoulder to shoulder. Because we believe in the promise of India. We believe that the future is what we make it. We believe that no matter who you are or where you come from, every person can fulfill their God-given potential, just as a Dalit like Dr. Ambedkar could lift himself up and pen the words of the Constitution that protects the rights of all Indians.

We believe that no matter where you live—whether a village in Punjab or the bylanes of Chandni Chowk, an old section of Kolkata or a new high-rise in Bangalore—every person deserves the same chance to live in security and dignity, to get an education, to find work, to give their children a better future.

This is the story of India; this is the story of America—that despite their differences, people can see themselves in one another, and work together and succeed together as one proud nation. And it can be the spirit of partnership between our nations—that even as we honor the histories which in different times kept us apart, even as we preserve what makes us unique in a globalized world, we can recognize how much we can achieve together.



Partnership

The U.S.-India partnership is indispensable to addressing the challenges of our times. This strategic relationship encompasses a range of issues, activities and programs that reflect the vision of President Barack Obama and Prime Minister Manmohan Singh that benefits not only the people of the United States and India but the world as a whole.

Here are excerpts from summaries of these issues, released by the White House on November 8, at the conclusion of President Obama's visit to India.



Export controls

Prime Minister Singh and President Obama committed to work together to strengthen the global non-proliferation and export control framework.... The two leaders agreed to take mutual steps to implement a four-part export control reform program, including: support for India's membership in the multilateral export control regimes, removing India's defense and space-related entities from the U.S. "entity list;" export licensing policy realignment and export control cooperation.

Partnership for an Evergreen Revolution

Prime Minister Singh and President Obama agreed to work together to develop, test and replicate transformative technologies to extend food security in India as part of an "Evergreen Revolution." These efforts build on the legacy of cooperation between the United States and India during the Green Revolution, and will benefit farmers and consumers in India, the United States, and around the globe, and will extend food security in India, Africa and globally. The Partnership for an Evergreen Revolution will contribute to achieving the objectives of the U.S. global development policy, which places a premium on broad-based economic growth as the foundation for sustainable development, and the

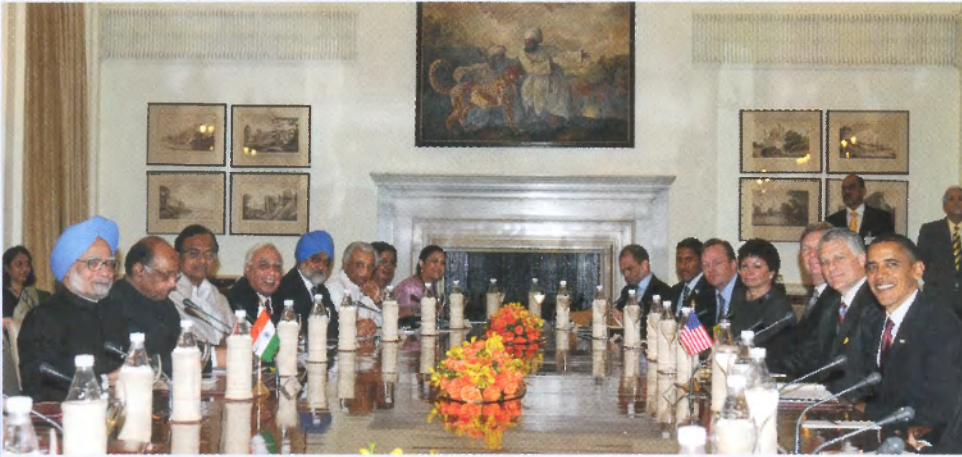
bilateral U.S. Feed the Future initiative, which focuses on creating a foundation for sustainable economic growth by helping countries accelerate inclusive agriculture sector growth through improved productivity, expanded markets and trade, and increased economic resilience in vulnerable rural communities.

Counterterrorism cooperation

Since the first bilateral discussions on counterterrorism in 2000, counterterrorism cooperation has become a pillar of the U.S.-India relationship. In the aftermath of the Mumbai terrorist attacks, the United States and India resolved to deepen collaborative efforts and intensify exchanges, culminating in the signing of the Counterterrorism Cooperation Initiative (CCI) in July 2010. This landmark agreement made clear the determination of the two governments to combine efforts to combat terrorism and to work closely to ensure the security of citizens. Programs to exchange law enforcement best practices, hold reciprocal visits of senior-level officials to discuss lessons learned, conduct joint military training exercises, and joining of forces in international fora on key counterterrorism issues, demonstrate the closeness of this cooperation.

Civil space cooperation

President Obama and Prime Minister Singh



Left: Prime Minister Singh (left) and President Obama (right) at the delegation level talks at Hyderabad House in New Delhi on November 8.

agreed to scale up joint U.S.-India civil space collaboration, including space exploration, earth observation and scientific education.

☛ **Clean energy and climate change**

Prime Minister Singh and President Obama reaffirmed their countries' strong commitment to taking vigorous action to address climate change, ensure mutual energy security and build a clean energy economy that will drive investment, job creation and economic growth throughout the 21st century. The leaders strengthened U.S.-India cooperation on energy and climate change through... joint research and development projects, public-private partnerships and major commercial sales of renewable energy technologies.

☛ **Cybersecurity**

The United States and India recognize the importance of cybersecurity and its growing role in world prosperity, commerce and culture. Accordingly, the United States and India are advancing efforts to work together to promote a reliable information and communications infrastructure and the goal of free, fair and secure access to cyberspace.

☛ **CEO Forum**

Recognizing the vital role bilateral commerce plays in the global strategic partnership, President Obama and Prime Minister Singh highlighted the importance of the U.S.-India CEO Forum and the progress made in implementing its recommendations. The U.S. and Indian governments addressed recommendations in the areas of clean energy, infrastructure, education and export controls.

☛ **Defense cooperation**

The U.S.-India defense relationship has grown from solely military-to-military links into a mature partnership that encompasses dialogues, exercises, defense sales, professional military education exchanges and practical cooperation. The leaders reaffirmed the importance of maritime security, unimpeded commerce, and freedom of navigation, in accordance with relevant universally agreed principles of international law.

☛ **Economic and financial partnership**

...The two governments have institutionalized

deeper bilateral relations on economic and financial sector issues. These efforts include a macro-economic dialogue and financial sector and infrastructure working groups.

☛ **Education**

President Obama and Prime Minister Singh are committed to an expanding, dynamic and comprehensive education partnership, including expanding academic exchanges, developing university and school linkages, and holding a U.S.-India Education Summit.

☛ **Entrepreneurs roundtable**

This event introduced the President to the next generation of Indian entrepreneurs and showcased innovative partnerships between U.S. and Indian businesses that are creating new markets for U.S.-manufactured technologies. These entrepreneurs represent some of India's most thoughtful and articulate minds on the major challenges facing India today and showcase the promise of the country's dynamic, private sector-led inclusive growth. Their innovative business solutions are helping address some of India's most vexing challenges—such as clean water, power, health care, education—while creating new markets for their U.S. technology partners.

☛ **The National Export initiative**

As part of the National Export Initiative, President Obama noted that India—with its tremendous economic growth and its large and growing middle class—is a key market for U.S. exports.... On the margins of the President's trip, trade transactions were announced or showcased, exceeding \$14.9 billion in total value with \$9.5 billion in U.S. export content, supporting an estimated 53,670 U.S. jobs. These cross-border collaborations, both public and private, underpin the expanding U.S.-India strategic partnership, contributing to economic growth and development in both countries.

☛ **Indian investment in America**

The United States is the world's largest recipient of foreign direct investment. India is among the fastest growing investors in the United States. As the U.S.-India economic relationship deepens,

investment from India contributes to the growth and vibrancy of the American economy and in the creation of jobs in the United States. Over the last decade, investment capital from India grew at an annualized rate of 53 percent, reaching an estimated \$4.4 billion in 2009....

☛ **Nuclear security**

The United States and India signed a memorandum of understanding that provides a general framework for cooperative activities in working with India's Global Centre for Nuclear Energy Partnership, which India announced at the 2010 Nuclear Security Summit [in Washington, D.C.]. In working with India's center, the United States will give priority to discussion of best practices on the security of nuclear material and facilities, development of international nuclear security training curricula and programs, joint outreach on security issues to their respective nuclear industries, and cooperation on other nuclear security activities as mutually determined.

☛ **Deepening U.S.-India strategic ties**

Prime Minister Singh and President Obama renewed their commitment to expand cooperation on strategic issues facing the United States and India and agreed to deepen and broaden strategic consultations on core foreign policy issues of mutual concern. Such consultations reinforce Prime Minister Singh's and President Obama's vision of transforming the U.S.-India relationship into a true global partnership that reflects the extensive and growing strategic ties between [the] two countries.

☛ **U.S.-India development collaboration in Afghanistan**

President Obama and Prime Minister Singh agreed to collaborate closely to assist the people of Afghanistan by identifying opportunities to leverage [the] relative strengths, experience and resources [of the United States and India]. The collaboration will focus on agricultural development and women's empowerment, where Afghanistan's needs are great.

☛ **Securing air, sea and space**

...President Obama and Prime Minister Singh agreed that in an increasingly interconnected world, it is vital to safeguard areas of the sea, air and space beyond national jurisdiction to ensure the security and prosperity of nations. The United States and India have launched a dialogue to explore ways to work together, as well as with other countries, to develop a shared vision to protect peace, security and development of these areas.



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First Lady Michelle Obama spent time with children at Mumbai University on November 6, where she played a tambourine (left); danced (above left); hugged them (above center) and played hopscotch (above right). Mrs. Obama at Rashtrapati Bhavan in New Delhi (right), before the state banquet on November 8.



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SUBHAV SHUKLA/PTI

Above: President Barack Obama watches his wife, Michelle, dance with children at Holy Name High School in Mumbai on November 7.

Right: The President and the First Lady greet members of the audience at the school.

Far right: Michelle Obama at the National Handicrafts and Handlooms Museum in New Delhi on November 8, with museum chairman Ruchira Ghosh.

CHARLES DHARAPAK © AP/WIDEWORLD



Michelle Obama Bonds With India



President Barack Obama greets students after a town hall meeting at St. Xavier's College in Mumbai on November 7.

For more information on President Obama's visit, see <http://span.state.gov>